

	Page	Table	Title	Base Description	Base
●	1	1	Sample Type	Base: All respondents	6762
●	3	2	QA1 Are you...?	Base: All respondents	6762
●	5	3	QA2 What is your age?	Base: All respondents	6762
●	7	4	QA3 Which of the following best describes your employment status?	Base: All respondents	6762
●	9	5	QA4 Which of the following best describes the main income earner in your household?	Base: All respondents	6762
●	12	6	QA5 Whereabouts in the UK do you live?	Base: All respondents	6762
●	14	7	QA6 Which of these best describes the main mobile phone package you personally use and pay for?	Base: All respondents	6762
●	16	8	QA7 Have you ever changed your mobile phone network provider? If yes, when did you most recently change mobile phone network?	Base: All who have mobile phone package they personally use and pay for	6762
●	18	9	QA8 Which of the following best describes whether you have considered changing mobile network provider in the last 12 months?	Base: All who have not switched in the last 12 months	5781
●	20	10	QA9 - I try to keep up with technology	Base: All respondents	6762
●	22	11	QA9 - My friends tend to come to me if they have questions about technology	Base: All respondents	6762
●	24	12	QA9 - I'm as knowledgeable about these technologies as the next person	Base: All respondents	6762
●	26	13	QA10 Looking at the following services, for which, if any, have you changed provider in the last 18 months?	Base: All switchers and considerers	1806
●	28	14	QA11 Which of the following best describes how likely you would have been to keep your phone number if you had switched mobile network?	Base: All that actively considered a new network	562
●	30	15	QA12 When you switched, what type of mobile package did you switch from?	Base: All who switched in the last 18 months	1319
●	32	16	QA13 And when you switched did you..?	Base: All who switched in the last 18 months	1319
●	34	17	QA14 When you last changed mobile provider did you COMPARE WHAT DIFFERENT PROVIDERS WERE OFFERING ?	Base: All Switchers	1306
●	36	18	QA14 While considering switching your mobile network provider	Base: All Considerers	500

	Page	Table	Title	Base Description	Base
●	38	19	QA14 When you last changed mobile provider did you FIND OUT WHAT YOU NEEDED TO DO IN ORDER TO SWITCH ?	Base: All Switchers	1306
●	40	20	QA14 While considering switching your mobile network provider	Base: All Considerers	500
●	42	21	QA14 When you last changed mobile provider did you LEAVE YOUR CONTRACT EARLY / BEFORE THE END OF YOUR MINIMUM CONTRACT PERIOD ?	Base: All Switchers	1306
	44	22	QA14 While considering switching your mobile network provider	Base: All Considerers	500
●	46	23	QA14 When you last changed mobile provider did you NEED TO SET UP A NEW ONLINE ACCOUNT ?	Base: All Switchers	1306
●	48	24	QA14 While considering switching your mobile network provider	Base: All Considerers	500
●	50	25	QA14 When you last changed mobile provider did you EXPERIENCE YOUR OLD PROVIDER TRYING TO PERSUADE YOU TO STAY ?	Base: All Switchers	1306
●	52	26	QA14 While considering switching your mobile network provider	Base: All Considerers	500
●	54	27	QA14 When you last changed mobile provider did you MOVE CONTENT FROM ONE CLOUD STORAGE TO ANOTHER (I.E. TO OR FROM A CLOUD SERVICE PROVIDED BY A MOBILE PROVIDER E.G. O2 cloud to ICLOUD) ?	Base: All Switchers	1306
●	56	28	QA14 When you last changed mobile provider did you NEED TO PAY UPFRONT CHARGES FOR YOUR NEW HANDSET ?	Base: All Switchers	1306
●	58	29	QA14 When you last changed mobile provider did you CHOOSE THE DATE YOU WANTED TO START USING YOUR NEW MOBILE PROVIDER ?	Base: All Switchers	1306
●	60	30	QA14 When you last changed mobile provider did you UNLOCK YOUR HANDSET TO TAKE IT WITH YOU/UNLOCK YOUR OLD HANDSET ?	Base: All Switchers	1306
●	62	31	QA15a Comparing what different providers are offering	Base: All switchers	1306
●	64	32	QA15a Comparing what different providers are offering	Base: All switchers and compared what different providers were offering	1043
●	66	33	QA15a Understanding the relevant steps required to switch provider	Base: All switchers	1306
●	68	34	QA15a Finding time to research the market	Base: All switchers	1306
●	70	35	QA15a Paying the charge to exit your contract early	Base: All switchers	1306

	Page	Table	Title	Base Description	Base
●	72	36	QA15a Paying the charge to exit your contract early	Base: All switchers and left contract early	278
●	74	37	QA15a Contacting your old provider	Base: All switchers	1306
●	76	38	QA15a Contacting your new provider	Base: All switchers	1306
●	78	39	QA15a Keeping your phone number	Base: All switchers	1306
●	80	40	QA15a Setting up a new online account	Base: All switchers	1306
●	82	41	QA15a Setting up a new online account	Base: All switchers and need to set up a new account online	793
●	84	42	QA15a Your previous provider trying to persuade you to stay	Base: All switchers	1306
●	86	43	QA15a Your previous provider trying to persuade you to stay	Base: All switchers and and experienced provider persuading you to stay	635
●	88	44	QA15a Cancelling your previous service	Base: All switchers	1306
●	90	45	QA15a Getting the information you needed from your previous provider	Base: All switchers	1306
●	92	46	QA15a Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud or vice versa)	Base: All switchers	1306
●	94	47	QA15a Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud or vice versa)	Base: All switchers and moved content from one storage to another	330
●	96	48	QA15a Paying the upfront cost of the new handset	Base: All switchers	1306
●	98	49	QA15a Paying the upfront cost of the new handset	Base: All switchers and to pay upfront charges	403
●	100	50	QA15a Getting the switch to happen on the date you wanted	Base: All switchers	1306
●	102	51	QA15a Unlocking your current/your previous handset	Base: All switchers	1306
●	104	52	QA15b And which of these was the main thing that caused you difficulty when you switched...?	Base: All switchers	1306

	Page	Table	Title	Base Description	Base
●	108	53	QA15b PROCESS SUMMARY And which of these was the main thing that caused you difficulty when you switched...?	Base: All switchers	1306
●	112	54	QA16a Lack of choice	Base: All considerers	500
●	114	55	QA16a Not knowing what to do to switch	Base: All considerers	500
●	116	56	QA16a Worried service wouldn't be as good with new provider	Base: All considerers	500
●	118	57	QA16a There wasn't enough difference in cost to be worth switching	Base: All considerers	500
●	120	58	QA16a It's too time consuming to go through the process of switching from one provider to another	Base: All considerers	500
●	122	59	QA16a I was still in a contract so couldn't leave/would need to pay to leave	Base: All considerers	500
●	124	60	QA16a Hassle to set up a new online account	Base: All considerers	500
●	126	61	QA16a Difficulty when contacting my current provider	Base: All considerers	500
●	128	62	QA16a I had difficulty getting the code I needed from my current provider (i.e. the PAC)	Base: All considerers	500
●	130	63	QA16a I was worried I might not be able to use my mobile during the switch	Base: All considerers	500
●	132	64	QA16a Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT iCloud)	Base: All considerers	500
●	134	65	QA16a Didn't want to lose friends and family or other call discounts	Base: All considerers	500
●	136	66	QA16a I was worried I might have to pay two providers at the same time	Base: All considerers	500
●	138	67	QA16a Handset is locked to current network and I don't want a new handset	Base: All considerers	500
●	140	68	QA16a Did not want to change my mobile number	Base: All considerers	500
●	142	69	QA16a Current provider is still the best deal/cheapest	Base: All considerers	500
●	144	70	QA16a Current provider has the best quality of service (e.g. network coverage)	Base: All considerers	500
●	146	71	QA16a I negotiated/accepted a deal with my current provider	Base: All considerers	500
●	148	72	QA16a Would take too long to research the market	Base: All considerers	500
●	150	73	QA16a Difficulty comparing what other providers were offering	Base: All considerers	500

	Page	Table	Title	Base Description	Base
●	152	74	QA16a Didn't want to pay the upfront cost of the new handset	Base: All considerers	500
●	154	75	QA16a Prefer to stay with trusted/ known provider	Base: All considerers	500
●	156	76	QA16a Problems/ issues with current provider are not sufficiently bad/ frequent to switch	Base: All considerers	500
●	158	77	QA16a Bad experience switching my mobile provider previously	Base: All considerers	500
●	160	78	QA16a Bad experience switching other services previously	Base: All considerers	500
●	162	79	QA16a Better handsets available with my current network/ didn't see any other handsets I liked	Base: All considerers	500
●	164	80	QA16b And which of these was the main factor that made you decide to stay with your existing mobile provider...?	Base: All considerers	500
●	169	81	QA16b PROCESS SUMMARY And which of these was the main factor that made you decide to stay with your existing mobile provider...?	Base: All considerers	500
●	174	82	QA16c What was difficult about contacting your previous provider?	Base: All switchers who had difficulty contacting provider	414
●	176	83	QA16c What was difficult about contacting your current provider?	Base: All considerers who had difficulty contacting provider	142
●	178	84	QA17a - Lack of choice	Base: All Inactives	4033
●	180	85	QA17a - Worried service wouldn't be as good with new provider	Base: All Inactives	4033
●	182	86	QA17a - There's not enough difference in cost to be worth switching	Base: All Inactives	4033
●	184	87	QA17a - Don't know how to change provider/ switch	Base: All Inactives	4033
●	186	88	QA17a - No other provider has reception/ coverage in my area	Base: All Inactives	4033
●	188	89	QA17a - It's too time consuming to go through the process of switching from one provider to another	Base: All Inactives	4033
●	190	90	QA17a - Need to wait until the end of my contract/ until I can switch without paying a penalty	Base: All Inactives	4033
●	192	91	QA17a - Don't want to go through the hassle of setting up a new online account	Base: All Inactives	4033

	Page	Table	Title	Base Description	Base
●	194	92	QA17a - Concerned about having no service while switching to another provider	Base: All Inactives	4033
●	196	93	QA17a - Don't want to lose friends and family or other call discounts	Base: All Inactives	4033
●	198	94	QA17a - Concerned about paying two providers at the same time	Base: All Inactives	4033
●	200	95	QA17a - Did not want to lose my phone number	Base: All Inactives	4033
●	202	96	QA17a - Current provider is still the best deal/ cheapest	Base: All Inactives	4033
●	204	97	QA17a - Prefer to stay with trusted/ known provider	Base: All Inactives	4033
●	206	98	QA17a - Problems/ issues with current provider are not sufficiently bad/ frequent to switch	Base: All Inactives	4033
●	208	99	QA17a - It's too time-consuming to find a better deal	Base: All Inactives	4033
●	210	100	QA17a - It's difficult to compare the services available from different providers	Base: All Inactives	4033
●	212	101	QA17a - Just haven't had time/ haven't got around to it yet	Base: All Inactives	4033
●	214	102	QA17a - Bad experience when switching my mobile provider previously	Base: All Inactives	4033
●	216	103	QA17a - Bad experience switching other services previously	Base: All Inactives	4033
●	218	104	QA17a - Current provider has the best quality of service (e.g. network coverage)	Base: All Inactives	4033
●	220	105	QA17a - Better handsets available with my current network/ didn't see any other handsets I liked	Base: All Inactives	4033
●	222	106	QA17a - Didn't want to pay the upfront cost of the new handset and don't want a new handset	Base: All Inactives	4033
●	224	107	QA17a - Handset is locked to current network	Base: All Inactives	4033
●	226	108	QA17a - Too much hassle to cancel my current service	Base: All Inactives	4033
●	228	109	QA17b And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?	Base: All Inactives	4033

	Page	Table	Title	Base Description	Base
●	233	110	QA17b PROCESS SUMMARY And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?	Base: All Inactives	4033
●	237	111	QA14 SUMMARY - Yes	Base: All switchers	1306
●	239	112	QA14 SUMMARY - Yes	Base: All considerers	500
●	241	113	QA14 SUMMARY - Yes	Base: All switchers and considerers	1806
●	243	114	QA15a PROCESS SUMMARY Major Difficulty	Base: All switchers	1306
●	247	115	QA15a PROCESS SUMMARY Minor Difficulty	Base: All switchers	1306
●	251	116	QA15a PROCESS SUMMARY Major/ Minor Difficulty	Base: All switchers	1306
●	255	117	QA15a/b PROCESS SUMMARY: Overall major difficulty	Base: All switchers having at least one major difficulty	487
●	259	118	QA15a SUMMARY Major Difficulty	Base: All switchers	1306
●	264	119	QA15a SUMMARY Minor Difficulty	Base: All switchers	1306
●	269	120	QA15a SUMMARY Major/ Minor Difficulty	Base: All switchers	1306
●	274	121	QA15a/b SUMMARY: Overall major difficulty	Base: All switchers having at least one major difficulty	487
●	278	122	QA16a PROCESS SUMMARY Major factor	Base: All considerers	500
●	284	123	QA16a PROCESS SUMMARY Minor factor	Base: All considerers	500
●	290	124	QA16a PROCESS SUMMARY Major/ Minor factor	Base: All considerers	500
●	296	125	QA16a/b PROCESS SUMMARY Overall major factor	Base: All considerers having at least one major factor	394
●	301	126	QA16a SUMMARY Major factor	Base: All considerers	500
●	308	127	QA16a SUMMARY Minor factor	Base: All considerers	500
●	315	128	QA16a SUMMARY Major/ Minor factor	Base: All considerers	500

	Page	Table	Title	Base Description	Base
●	322	129	QA16a/b SUMMARY Overall major factor	Base: All considerers having at least one major factor	394
●	327	130	QA17a - PROCESS SUMMARY Major factor	Base: All Inactives	4033
●	332	131	QA17a - PROCESS SUMMARY Minor factor	Base: All Inactives	4033
●	336	132	QA17a - PROCESS SUMMARY Major/ Minor factor	Base: All Inactives	4033
●	341	133	QA17a/b PROCESS SUMMARY Overall major factor	Base: All Inactives having at least one major factor	3632
●	345	134	QA17a - SUMMARY Major factor	Base: All Inactives	4033
●	351	135	QA17a - SUMMARY Minor factor	Base: All Inactives	4033
●	357	136	QA17a - SUMMARY Major/ Minor factor	Base: All Inactives	4033
●	363	137	QA17a/b SUMMARY Overall major factor	Base: All Inactives having at least one major factor	3632
●	367	138	QB1 Do you use your main mobile phone for ...?	Base: All switchers and considerers with a mobile package they use/pay for	1806
●	369	139	QB2a Which provider do you currently use for the main mobile phone package you personally use and pay for?	Base: All switchers and considerers	1806
●	371	140	QB2b And which provider did you switch from when you most recently changed mobile phone network?	Base: All switchers	1306
●	373	141	QB3 Which, if any, of the following services do you also purchase from the same provider as your current mobile network service?	Base: All switchers and considerers	1806
●	375	142	QB4 How much do you pay on average for your mobile phone contract per month?	Base: All switchers and considerers with mobile contracts	1566
●	377	143	QB4 How much do you top up on average per month?	Base: All switchers and considerers with prepay	240
	379	144	QB4 SUMMARY How much do you PAY ON AVERAGE FOR YOUR MOBILE PHONE CONTRACT / TOP UP per month?	Base: All switchers and considerers	4410

	Page	Table	Title	Base Description	Base
●	380	145	QB5 How much longer do you have left on your mobile phone contract - that is, when does your current contract run out?	Base: All switchers and considerers with monthly contracts	1566
●	382	146	QB6 How did you find out what you needed to do in order to switch?	Base: All switchers	1306
●	384	147	QB6 How did you find out what you needed to do in order to switch?	Base: All considerers	500
●	386	148	QB6 How did you find out what you needed to do in order to switch?	Base: All switchers and considerers	1806
●	388	149	QB7 When you contacted your provider to switch, did they tell you about any provider-specific benefits	Base: All switchers and considerers	1598
●	390	150	QC1 When you were thinking about switching did you contact your current provider for any of the following reasons?	Base: All considerers	500
●	392	151	QC2 And at what point or points did you contact your current mobile provider?	Base: All considerers who contacted current provider	356
	394	152	QC3 Did you ask for PAC and call to cancel your service/give notice at the same time?	Base: All considerers who called to give notice/get PAC	26
	396	153	QC4 And which one did you do first?	Base: All considerers who did not request PAC/give notice at the same time	9
●	398	154	QC5 Did your current mobile provider contact you at any point when you were considering switching? (e.g. via text, phone call or a letter etc.)	Base: All considerers	500
	400	155	QC6 At what point did your current mobile provider contact you?	Base: All considerers whose mobile provider contacted them	108
	402	156	QC7 Do you recall why your current mobile provider contacted you?	Base: All considerers whose mobile provider contacted them	108
●	404	157	QD1 Once you had decided to switch i.e. you had selected an alternative mobile network provider, who did you contact first?	Base: All switchers	1306
●	406	158	QD3 And at what point or points did you contact your previous mobile provider?	Base: All switchers	1306
●	408	159	QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?	Base: All switchers	1306

	Page	Table	Title	Base Description	Base
●	412	160	QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?	Base: All PAC switchers	705
●	416	161	QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?	Base: All who called to obtain PAC	330
	419	162	QD5 Did you ask for PAC and cancel your service/give notice at the same time?	Base: All switchers who contacted previous provider to get PAC/give notice	125
	421	163	QD5 Did you ask for PAC and cancel your service/give notice at the same time?	Base: All PAC switchers	97
	423	164	QD5 Did you ask for PAC and cancel your service/give notice at the same time?	Base: All who called to obtain PAC (all asked)	125
	425	165	QD6 And which one did you do first?	Base: All switchers who did not get PAC/give notice at the same time	25
●	427	166	QD6 And which one did you do first?	Base: All PAC switchers	705
	429	167	QD6 And which one did you do first?	Base: All who called to obtain PAC (all answering)	25
●	431	168	QD6 And which one did you do first?	Base: All switchers	1306
●	433	169	QD8 And still thinking about the conversations you had with your previous provider when switching, which of the following words would you use to describe this contact?	Base: All switchers	1306
●	435	170	QD9 Did your previous mobile provider contact you at any point just before or after you had decided to change provider? (e.g. via text, phone call or a letter etc.)	Base: All switchers	1306
●	437	171	QD10 At what point did your previous mobile provider contact you?	Base: All switchers whose mobile provider contacted them	313
●	439	172	QD11 Do you recall why your previous mobile provider contacted you?	Base: All switchers whose mobile provider contacted them	313
●	441	173	QD12a How did you contact your new provider when switching your service?	Base: All switchers	1306
●	443	174	QD12a/b And which was the main method?	Base: All switchers	1306

	Page	Table	Title	Base Description	Base
●	445	175	QD13 Before you left your previous mobile network provider, you would have been required to give them notice.	Base: All switchers	1306
●	447	176	QD14 When you switched, did you pay a charge for ending your previous contract early?	Base: All switchers who gave notice before the end of their minimum contract period	349
●	449	177	QD15 How much did you have to pay?	Base: All switchers who paid an ETC	122
●	451	178	QD16 How soon before the end of your previous contract did you switch?	Base: All switchers who paid an ETC	122
●	453	179	QD17 You said you gave notice to your previous provider at the end of your minimum contract period/ after your minimum contract period had ended.	Base: All switchers who gave notice at the end of the contract	662
●	455	180	QD18 Did the contracts for your old and new mobile service overlap at all? In other words were you paying for both of them at the same time for any period?	Base: All switchers except switchers from 'pre pay'	882
	457	181	QD18 Did the contracts for your old and new mobile service overlap at all? In other words were you paying for both of them at the same time for any period?	Base: All switchers except switchers from 'pre pay' and D18 code 3	81
●	459	182	QD19 How long did the contracts overlap for? In other words how long were you paying for both of them at the same time?	Base: All switchers with overlapped contracts	284
●	461	183	QD20 Did you want the contracts to overlap?	Base: All switchers with overlapped contracts	284
●	463	184	QD21 Why did the contracts overlap?	Base: All switchers with overlapped contracts	284
●	465	185	QD22 When you switched, did you experience <[C&R] any period of time without your mobile service i.e. you were unable to make or receive calls/messages	Base: All switchers	1306
●	467	186	QD23a How long were you without a service?	Base: All switchers who had no service	229
●	469	187	QD23b How long were you required to use the temporary number?	Base: All PAC switchers who had temporary number	186
●	471	188	QD24 You mentioned earlier that you got a new mobile number when you switched provider. Which of the following best describes your	Base: All switchers that changed number	601

	Page	Table	Title	Base Description	Base
●	473	189	QD25b And which, if any, of these were reasons why you changed your number?	Base: All switchers who wanted/would have liked to keep their old number	275
●	475	190	QD25b ONE MENTION And which, if any, of these were reasons why you changed your number?	Base: All switchers who wanted/would have liked to keep their old number	275
●	477	191	QE1 You said earlier that you requested a code (a PAC) from your previous provider, how did you contact your provider to request the code?	Base: All switchers who requested a PAC	330
●	479	192	QE1 ONE MENTION You said earlier that you requested a code (a PAC) from your previous provider, how did you contact your provider to request the code?	Base: All switchers who requested a PAC	330
	481	193	QE1 You said earlier that you requested a code (a PAC) from your current provider, how did you contact your provider to request the code?	Base: All considerers who requested a PAC	73
	483	194	QE1 ONE MENTION You said earlier that you requested a code (a PAC) from your current provider, how did you contact your provider to request the code?	Base: All considerers who requested a PAC	73
	485	195	QE1 You said earlier that you requested a code (a PAC) from your previous/ current, how did you contact your provider to request the code?	Base: All switchers/ considerers who requested a PAC	330
●	486	196	QE2 And how did you actually receive the code?	Base: All switchers/ considerers who requested a PAC	403
●	488	197	QE2 And how did you actually receive the code?	Base: All switchers/ considerers who requested a PAC	403
●	490	198	QE2 ONE MENTION And how did you actually receive the code?	Base: All switchers/ considerers who requested a PAC with one mention only	403
●	492	199	QE3 Did your previous provider talk to you about anything else when you contacted them to obtain the code?	Base: All switchers who requested a PAC	330
	494	200	QE3 Did your current provider talk to you about anything else when you contacted them to obtain the code?	Base: All considerers who requested a PAC	73
	496	201	QE3 Did your previous/ current provider talk to you about anything else when you contacted them to obtain the code?	Base: All switchers/ considerers who requested a PAC	330
●	497	202	QE4 How easy, or difficult, did you find it to obtain your PAC?	Base: All switchers/considerers who requested a PAC	358

	Page	Table	Title	Base Description	Base
	499	203	QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?	Base: All switchers who requested a PAC and found it difficult to obtain one	56
	501	204	QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?	Base: All considerers who requested a PAC and found it difficult to obtain one	12
	503	205	QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?	Base: All switchers/considerers who requested a PAC and found it difficult to obtain one	68
	505	206	QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?	Base: All switchers/considerers who requested a PAC and found it difficult to obtain one	56
●	506	207	QE6 How would you rate your overall switching experience, i.e. from the point at which you decided you wanted to switch to the point you were using your new provider's service?	Base: All switchers	1306
●	508	208	QE7 Overall, how satisfied are you with your decision to (CONSIDERERS) stay with your current provider / (SWITCHERS) switch to a new provider?	Base: All switchers and considerers	1806

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 1
Sample Type
Base: All respondents

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110
Switchers within pre-pay (PAC)	72	40	31	26	29	17	32	39	40	32	62	4	5	-
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-
Switchers to/within full contract (PAC)	529	257	272	221	222	86	328	202	398	131	471	31	17	11
8%eq	8%	8%	9%ae	9%ae	4%	9%Tg	6%	11%T	4%	8%	6%	5%	7%	
Switchers to/within full contract (C&R)	302	143	159	126	110	66	147	155	178	124	253	27	13	9
4%ae	4%	5%	5%ae	4%	3%	4%	5%	5%	5%	4%	4%	5%	4%	6%
Switchers to/within SIM only (PAC)	52	28	24	16	21	16	37	15	33	19	44	4	3	*
1%	1%	1%	1%	1%	1%	1%	1%g	*	1%	1%	1%	1%	1%	*
Switchers to/within SIM only (C&R)	24	15	10	7	10	7	11	13	13	11	22	1	*	*
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Switchers to/within full contract (total)	832	401	431	347	332	153	475	357	576	255	725	58	29	20
12%ae	12%	12%	15%Tg	13%ae	8%	13%g	11%	16%T	9%	13%	11%	9%	13%	
Switchers to/within SIM only (total)	76	42	34	23	31	23	48	28	46	30	67	6	4	1
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*
Switchers with PAC	653	325	328	263	272	119	397	256	471	182	578	39	26	11
10%eq	10%	9%	11%ae	11%ae	6%	11%Tg	8%	12%T	6%	10%	7%	8%	7%	
Switchers with C&R	327	158	169	133	120	73	158	168	191	135	276	29	13	9
5%ae	5%	5%	6%ae	5%	4%	4%	5%	5%	5%	5%	5%	4%	4%	6%
Contract combined (full contract/SIM only)	908	443	465	370	363	175	523	385	623	286	791	64	33	21
13%ae	13%	13%	16%Tg	15%ae	9%	15%g	12%	16%T	10%	14%	12%	10%	13%	
Considerers	231	137	94	68	112	51	147	85	164	68	188	19	18	7
3%ae	4%ab	3%	3%	3%Tg	3%	4%g	3%	4%T	2%	3%	3%	5%	4%	
Considerers (intended PAC)	174	100	74	50	85	39	110	63	123	51	143	14	11	6
3%ae	3%ab	2%	2%	3%Tg	2%	3%g	2%	3%T	2%	2%	3%	3%	4%	
Considerers (intended C&R)	9	5	4	2	5	2	6	3	5	3	6	1	2	-
*	*	*	*	*	*	*	*	*	*	*	*	*	*	-
Considerers (undecided)	48	32	16	17	21	10	30	18	35	14	40	2	6	*
1%	1%b	*	1%	1%	1%	1%	1%	1%	1%l	*	1%	*	2%	*
Considerers (unaware that number can be kept)	1	1	-	-	1	-	1	-	1	-	-	1	-	-
*	*	*	*	*	*	*	*	*	*	*	*	*	*	-
Inactives	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110
67%df	65%ae	66%ae	66%ad	62%ae	75%Tcd	64%ae	70%T	60%ae	73%T	66%	66%	70%	71%	
Active considerer	1039	541	498	338	449	252	578	461	666	373	884	96	41	18
15%ae	16%	14%	14%	16%Tcd	13%	16%g	14%	16%T	12%	15%	18%	12%	11%	

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 1
Sample Type
Base: All respondents

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
Switchers within pre-pay (PAC)	72	72	-	72	-	-	-	47	59	11	65	6	-	-
Switchers to/within full contract (PAC)	529	529	-	529	-	-	-	342	408	105	437	79	-	-
Switchers to/within full contract (C&R)	302	302	-	-	302	-	-	191	242	48	278	21	-	-
Switchers to/within SIM only (PAC)	52	52	-	52	-	-	-	32	41	10	48	3	-	-
Switchers to/within SIM only (C&R)	24	24	-	-	24	-	-	14	18	5	22	2	-	-
Switchers to/within full contract (total)	832	832	-	529	302	-	-	533	651	153	716	100	-	-
Switchers to/within SIM only (total)	76	76	-	52	24	-	-	46	59	15	70	6	-	-
Switchers with PAC	653	653	-	653	-	-	-	420	508	126	551	89	-	-
Switchers with C&R	327	327	-	-	327	-	-	205	261	53	300	23	-	-
Contract combined (full contract/SIM only)	908	908	-	582	327	-	-	579	710	168	785	106	-	-
Considerers	231	-	231	-	-	174	58	118	-	-	-	-	196	30
Considerers (intended PAC)	174	-	174	-	-	174	-	92	-	-	-	-	150	21
Considerers (intended C&R)	9	-	9	-	-	-	9	4	-	-	-	-	6	2
Considerers (undecided)	48	-	48	-	-	-	48	22	-	-	-	-	40	8
Considerers (unaware that number can be kept)	1	-	1	-	-	-	1	1	-	-	-	-	-	-
Inactives	4512	-	-	-	-	-	-	-	-	-	-	-	-	-
Active considerer	1039	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 2
QA1 Are you...?
Base: All respondents

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140	
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110
Male	3307	3307	-	729	1287	1291	1765	1542	1925	1382	2776	316	149	65
	49% _{abc}	100% _{ab}	-	31% _{cd}	52% _{cd}	66% _{cd}	50% _{fg}	48% _{gh}	51% _{hi}	46% _{ij}	48% _{jk}	59% _{klm}	45% _{lm}	42% _{lm}
Female	3455	-	3455	1602	1190	663	1771	1684	1849	1607	2966	220	180	90
	51% _{adek}	-	100% _{ab}	69% _{de}	48% _{de}	34% _{ef}	50% _{fg}	52% _{gh}	49% _{hi}	54% _{ij}	52% _{kl}	41% _{kl}	55% _{klm}	58% _{klm}

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 2
QA1 Are you...?
Base: All respondents

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
Male	3307	483	137	325	158	100	37	397	377	93	419	57	120	14
	49%	49%	59% ^{Ta}	50%	48%	50% ^T	64% ^T	53% ^T	49%	52%	49%	51%	61% Tm	47%
Female	3455	497	94	328	169	74	20	347	391	87	432	55	76	16
	51% ^{Ta}	51%	41%	50%	52%	42%	36%	47%	51%	48%	51%	49%	39%	53%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 3
QA2 What is your age?
Base: All respondents

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110
16 - 17	(16.5) 154	10	144	154	-	-	94	60	20	134	136	6	9	3
		2%adeh	4%Ta	7%Tde	-	-	3%	2%	1%	4%Th	2%	1%	3%	2%
18 - 24	(21) 852	245	607	852	-	-	470	382	346	505	745	47	38	22
		13%adehl	7%Ta	19%Ta	37%Tde	-	13%	12%	9%	17%Th	13%	9%	12%	14%
25 - 34	(29.5) 1325	474	851	1325	-	-	719	606	988	337	1115	108	66	36
		20%adehl	14%Ta	23%Ta	37%Tde	-	20%	19%	23%Th	11%	19%	20%	20%	23%
35 - 44	(39.5) 1287	650	637	-	1287	-	672	615	990	297	1096	100	59	33
		19%ace	20%Ta	18%Ta	92%Tce	-	19%	19%	26%Th	10%	19%	19%	18%	21%
45 - 54	(49.5) 1190	637	553	-	1190	-	566	624	864	326	990	108	60	31
		18%ace	19%ab	16%Ta	48%Tce	-	16%	19%	23%Th	11%	17%	20%	18%	20%
55 - 64	(59.5) 958	597	361	-	-	958	480	479	456	502	815	83	42	18
		14%bcdh	16%Tb	10%Ta	49%Tce	-	14%	15%	12%	17%Th	14%	16%	13%	12%
65+	(75) 996	694	302	-	-	996	537	459	109	887	845	84	55	11
		15%bcdhm	21%Tb	9%Ta	31%Tce	-	15%	14%	3%	31%Th	15%hm	16%hm	17%hm	7%
Nets: 16-24	1006	255	751	1006	-	-	563	443	367	639	881	53	47	25
		15%adehl	8%Ta	22%Ta	43%Tde	-	16%g	14%	10%	21%Th	15%h	10%	14%	16%
Nets: 16-34	2331	729	1602	2331	-	-	1282	1048	1355	976	1995	161	113	61
		34%ade	22%Ta	46%Ta	100%Tde	-	36%g	33%	36%h	33%	35%	30%	34%	39%
Nets: 35-54	2477	1287	1190	-	2477	-	1237	1239	1854	623	2086	208	119	64
		37%ace	39%ab	34%Ta	100%Tce	-	35%	38%h	49%Th	21%	36%	39%	36%	41%
Nets: 55+	1954	1291	663	-	-	1954	1016	938	565	1390	1661	167	97	30
		26%bcdhm	39%Tb	19%Ta	100%Tce	-	29%	29%	15%	43%Th	39%hm	31%hm	29%hm	19%
Mean age	44.31bcnm	49.62Tb	39.62	25.53	44.30c	67.40Tce	44.10	44.96	40.79	48.21Th	44.41m	46.27Tj	48.06m	41.06

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

BDRC Continental/22052/V14

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/h/g - T/i/l - T/j/k/l/m

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 3
QA2 What is your age?
Base: All respondents

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
16 - 17 (16.5)	154	23	4	17	6	2	2	8	17	6	22	1	4	*
	2%	2%	2%	3%	2%	1%	4%	1%	2%	3%	3%	1%	2%	1%
18 - 24 (21)	852	159	24	95	64	17	7	131	118	33	133	21	20	3
	13%	15%Tb	11%	15%	20%T	10%	12%	15%T	19%T	19%T	16%T	19%	10%	11%
25 - 34 (29.5)	1325	214	39	150	63	30	9	179	148	55	175	33	34	5
	20%	22%	17%	23%T	19%	17%	16%	24%T	19%	30%Tb	21%	30%T	17%	16%
35 - 44 (39.5)	1287	211	54	159	52	43	12	166	170	33	185	22	46	7
	19%	22%	24%T	24%T	16%	25%T	20%	22%T	22%T	18%	22%	20%	23%	23%
45 - 54 (49.5)	1190	181	58	113	68	42	16	134	150	31	164	17	47	9
	18%	19%	25%Tb	17%	21%	34%T	27%T	18%	20%	17%	19%	15%	24%T	30%T
55 - 64 (59.5)	958	109	38	70	38	29	9	77	96	11	100	8	34	4
	14%acggh	11%	16%ba	11%	12%	17%	16%	10%	12%	6%	12%	7%	17%	14%
65+	996	83	12	48	35	10	2	50	70	11	72	10	11	1
	15%abcedefghijlm	8%	5%	7%	11%	6%	4%	7%	9%	6%	9%	9%	6%	5%
Nets: 16-24	1006	182	29	112	70	19	10	139	135	39	155	22	24	4
	15%	19%Tb	12%	17%	21%T	11%	17%	19%T	18%	22%T	18%T	20%	12%	12%
Nets: 16-34	2331	396	68	263	133	50	19	317	283	94	329	55	58	9
	31%ae	40%Tb	29%	40%T	41%T	29%	32%	43%T	37%	52%Tb	39%T	50%T	30%	28%
Nets: 35-54	2477	392	112	272	120	85	27	300	320	63	349	39	93	16
	37%	40%T	40%Tb	42%T	37%	49%T	48%T	40%T	42%T	35%	41%T	35%	48%T	53%T
Nets: 55+	1954	192	51	119	73	39	12	127	166	23	173	18	45	6
	29%abcedefghijk	20%	22%	18%	22%	22%	20%	17%	22%	13%	20%	16%	23%	19%
Mean age	44.51abcdghij	40.86	43.13a	40.40	41.78	43.49	42.05	39.85	41.91	37.47	41.28	38.84	43.26	43.18

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

BDRC Continental/22052/V14

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 4
QA3 Which of the following best describes your employment status?
Base: All respondents

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110
Working full time (30+ hours per week)	2741	1647	1094	970	1418	352	1750	991	2741	-	2332	231	117	61
		41%begl	50%Tb	32%Tc	42%Tde	57%Tee	18%Tf	50%Tg	31%Th	73%Ti	41%Tj	43%Tk	36%Tl	39%Tm
Working part time (8-29 hours per week)	929	248	681	336	406	187	438	491	929	-	796	61	53	19
		14%begl	8%Tb	20%Tc	14%Tde	16%Tee	10%Tf	12%Tg	15%Th	25%Ti	14%Tj	11%Tk	16%Tl	12%Tm
Working part time (under 8 hours per week)	103	30	73	49	29	25	55	48	103	-	93	3	4	3
		2%begl	1%Tb	2%Tc	2%Tde	1%Tee	1%Tf	2%Tg	1%Th	9%Ti	2%Tj	1%Tk	1%Tl	2%Tm
Unemployed	634	364	269	242	282	109	103	531	-	634	518	55	39	21
		9%begl	11%Tb	8%Tc	10%Tde	11%Tee	6%Tf	3%Tg	16%Th	21%Ti	9%Tj	10%Tk	12%Tl	13%Tm
Student	538	111	426	526	11	*	370	167	-	538	459	40	27	11
		8%begl	3%Tb	12%Tc	23%Tde	*e	10%Tf	5%Tg	-	18%Ti	8%Tj	8%Tk	8%Tl	7%Tm
Housewife / house husband	598	69	529	208	296	94	157	441	-	598	507	42	25	23
		9%begl	2%Tb	19%Tc	9%Tde	12%Tee	5%Tf	4%Tg	14%Th	20%Ti	9%Tj	8%Tk	8%Tl	15%Tm
Retired	1220	837	382	-	34	1186	663	557	-	1220	1036	104	62	17
		18%begl	23%Tb	11%Tc	-	1%Tde	61%Tef	19%Tg	17%Th	41%Ti	18%Tj	19%Tk	19%Tl	11%Tm
Nets: Working	3773	1925	1849	1355	1854	565	2244	1530	3773	-	3222	295	174	83
		56%begl	58%Tb	54%Tc	58%Tde	75%Tee	29%Tf	63%Tg	47%Th	100%Ti	56%Tj	55%Tk	53%Tl	53%Tm
Nets: Not working	2989	1382	1607	976	623	1390	1293	1696	-	2989	2521	242	154	72
		44%begl	42%Tb	46%Tc	42%Tde	25%Tee	37%Tf	53%Tg	-	100%Ti	44%Tj	45%Tk	47%Tl	47%Tm

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 4
QA3 Which of the following best describes your employment status?
Base: All respondents

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
Working full time (30+ hours per week)	2741	515	134	373	142	104	31	436	401	96	436	68	113	18
	41%	53%T	50%T	57%	44%	60%T	53%T	59%T	52%T	54%T	51%T	61%T	58%T	58%T
Working part time (8-29 hours per week)	929	130	27	87	43	18	9	87	98	25	118	8	24	3
	14%	13%	12%	13%	13%	10%	15%	12%	13%	14%	14%	7%	12%	10%
Working part time (under 8 hours per week)	103	17	3	11	6	1	2	11	16	1	16	1	3	-
	2%	2%	1%	2%	2%	1%	3%	2%	2%	1%	2%	1%	1%	-
Unemployed	634	55	22	29	26	16	6	41	37	15	45	10	19	2
	9%acqjh	6%	9%a	4%	8%	9%	10%	5%	5%	8%	5%	9%	10%	6%
Student	538	76	16	43	33	11	5	49	61	14	66	10	13	2
	8%	8%	7%	7%	10%	6%	9%	7%	8%	8%	8%	9%	7%	8%
Housewife / house husband	598	79	8	45	34	6	2	51	63	14	69	8	7	1
	9%abed	9%ab	4%	7%	10%	4%	3%	7%	8%	8%	8%	7%	4%	4%
Retired	1220	108	22	66	42	18	4	68	92	14	101	7	18	4
	18%abcdefghijkl	11%	10%	10%	13%	10%	7%	9%	12%	8%	12%	6%	9%	14%
Nets: Working	3773	662	164	471	191	123	41	535	515	123	569	78	139	21
	56%	68%T	71%T	72%T	59%	71%T	71%T	72%T	67%T	68%T	67%T	69%T	71%T	68%
Nets: Not working	2989	318	68	182	135	51	17	209	253	57	281	34	57	10
	44%abceefghijkl	32%	29%	28%	41%	29%	29%	28%	33%	32%	33%	31%	29%	32%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 5
QA4 Which of the following best describes the main income earner in your household?
Base: All respondents

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110
A - Very senior management, top level civil servant or professional (e.g. surgeon/ partner in a law firm/ regional bank manager/ board director of medium/ large firm)	205	110	95	80	55	70	205	-	109	96	176	16	9	4
		3%	3%	3%	2%	4%	6%	-	3%	3%	3%	3%	3%	3%
B - Senior or middle management in large organisation/ owner of small business/ principal officer in civil service/ local government	1172	675	496	328	417	426	1172	-	704	468	979	115	53	24
		17%	20%	14%	17%	22%	33%	-	19%	16%	17%	22%	16%	16%
C1 - Junior management or professional (e.g. most office workers/ accounts clerk/ secretary/ police sergeant)	2003	941	1063	724	759	520	2003	-	1417	586	1739	126	86	51
		28%	31%	31%	31%	27%	57%	-	38%	20%	30%	24%	26%	33%
C2 - Skilled manual worker (e.g. plumber, electrician)	1426	680	745	515	553	358	-	1426	911	514	1219	113	69	24
		21%	22%	22%	22%	19%	-	14%	34%	17%	21%	21%	21%	16%
D - Manual worker (e.g. lorry driver, labourer, hotel porter)	816	381	435	282	358	176	-	816	542	274	691	69	36	19
		12%	13%	12%	14%	9%	-	23%	14%	9%	12%	13%	11%	12%
E - Casual worker without regular income, or unemployed for 6 months or longer	353	196	157	108	164	80	-	353	42	311	282	37	26	8
		5%	6%	5%	7%	4%	-	11%	7%	10%	5%	7%	8%	5%
E - Retired and receiving a state pension	384	225	159	39	48	297	-	384	23	361	326	30	23	5
		6%	7%	2%	2%	15%	-	12%	7%	12%	6%	6%	7%	3%
E - Housewife/ house husband/ looking after family	248	60	189	104	117	27	-	248	11	237	209	14	13	12
		4%	5%	4%	5%	1%	-	8%	1%	8%	4%	3%	4%	6%
C1 - Student	156	39	117	150	6	-	156	-	13	143	121	16	12	7
		2%	3%	6%	1%	-	4%	-	1%	5%	2%	3%	4%	4%
Nets: AB	1377	785	591	409	472	496	1377	-	813	563	1155	131	63	28
		20%	24%	17%	18%	19%	29%	39%	22%	19%	20%	24%	19%	18%
Nets: DE	1800	861	939	533	687	580	-	1800	618	1182	1508	150	98	45
		27%	27%	23%	28%	30%	-	56%	16%	40%	26%	28%	30%	29%
Nets: ABC1	3536	1765	1771	1282	1237	1016	3536	-	2244	1293	3016	273	161	86
		53%	51%	55%	50%	52%	100%	-	89%	43%	53%	51%	49%	55%
Nets: C2DE	3226	1542	1684	1048	1239	938	-	3226	1530	1696	2727	263	167	69
		48%	49%	45%	50%	48%	-	100%	47%	57%	47%	49%	51%	45%
Nets: C1	2159	980	1180	874	766	520	2159	-	1430	729	1861	142	99	58
		32%	34%	31%	31%	27%	61%	-	36%	24%	32%	27%	30%	37%

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

BDRc Continental/22052/V14

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/h/g - T/h/i - T/j/k/l/m

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 5
QA4 Which of the following best describes the main income earner in your household?
Base: All respondents

	Total (T)	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Yes (h)	Net Easy (i)	Net Difficult (j)	Net Satisfied (k)	Net Dissatisfied (l)	Net Satisfied (m)	Net Dissatisfied (n)				
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75					
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*					
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56					
A - Very senior management, top level civil servant or professional (e.g. surgeon/ partner in a law firm/ regional bank manager/ board director of medium/ large firm)	205	44	12	35	8	7	4	39	33	10	36	7	10	1					
	3%	4%T	5%T	5%T	3%	4%	8%T	5%T	4%T	8%T	4%	6%	5%T	3%					
B - Senior or middle management in large organisation/ owner of small business/ principal officer in civil service/ local government	1172	182	53	132	49	43	9	150	142	39	160	20	45	6					
	17%	19%	23%T	20%	15%	25%T	16%	20%T	18%	22%	19%	18%	23%T	21%					
C1 - Junior management or professional, or administrative (e.g. most office workers/ accounts clerk/ secretary/ police sergeant)	2003	312	80	219	93	59	21	233	246	56	270	37	67	10					
	30%	32%	34%	31%T	28%	34%	36%	31%T	32%	31%	32%	33%	34%	33%					
C2 - Skilled manual worker (e.g. plumber, electrician)	1426	215	41	141	73	31	10	173	171	38	193	17	35	5					
	21%	22%	18%	22%	22%	18%	18%	23%	22%	21%	23%	15%	18%	17%					
D - Manual worker (e.g. lorry driver, labourer, hotel porter)	816	107	17	51	56	11	5	68	89	13	95	9	13	3					
	12%bcagj	11%b	7%	8%	17%T	6%	9%	9%	12%	7%	11%	8%	7%	11%					
E - Casual worker without regular income, or unemployed for 6 months or longer	353	35	15	22	13	11	4	26	21	8	29	5	12	3					
	5%aghj	4%	7%b	3%	4%	6%	8%	3%	3%	4%	3%	4%	6%	10%					
E - Retired and receiving a state pension	384	33	6	19	14	6	*	16	28	4	29	4	5	1					
	6%abeghij	3%	3%	3%	4%	4%	1%	2%	4%	2%	3%	4%	3%	4%					
E - Housewife/ house husband/ looking after family	248	34	5	22	12	4	1	27	26	7	25	8	5	*					
	4%	3%	2%	3%	4%	3%	2%	4%	3%	4%	3%	6%	2%	*					
C1 - Student	156	18	3	10	8	1	1	12	13	5	14	5	3	-					
	2%	2%	1%	2%	2%	1%	2%	2%	2%	3%	2%	4%	1%	-					
Nets: AB	1377	225	64	168	58	50	14	190	175	49	196	27	56	7					
	20%	23%	28%T	28%T	18%	29%T	24%	26%T	23%	27%T	23%	24%	29%T	23%					
Nets: DE	1800	210	44	115	95	33	11	137	164	32	178	26	35	8					
	27%abeghij	21%	19%	18%	29%	19%	19%	18%	21%	18%	21%	23%	18%	26%					
Nets: ABC1	3536	556	147	397	158	110	36	435	434	109	479	69	126	17					
	52%	31%T	63%T	61%T	48%	64%T	63%	50%T	50%T	61%T	56%T	62%	64%T	57%					

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 5
QA4 Which of the following best describes the main income earner in your household?
 Base: All respondents

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Base	980	231	653	327	174	58*	744	769	180	851	112*	196	30*	
Nets: C2DE	3226	424	85	256	168	63	21	309	335	70	372	43	70	13
	43%	37%	39%	52%	36%	37%	42%	44%	39%	44%	38%	36%	43%	
Nets: C1	2159	330	82	230	101	60	22	245	259	60	283	42	70	10
	32%	34%	36%	35%	31%	35%	39%	34%	34%	33%	37%	36%	33%	

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 6
QA5 Whereabouts in the UK do you live?
Base: All respondents

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110
North East England	303	168	135	100	110	93	127	176	157	146	303	-	-	-
North West England	748	360	388	267	257	224	357	390	424	324	748	-	-	-
Yorkshire and the Humber	593	282	311	176	236	181	304	289	342	251	593	-	-	-
East Midlands	489	258	231	149	190	149	231	258	255	234	489	-	-	-
West Midlands	585	290	295	203	217	164	291	294	311	274	585	-	-	-
East England	651	313	338	212	231	209	333	318	349	302	651	-	-	-
London	795	371	424	362	279	155	517	278	497	298	795	-	-	-
South East England	997	466	532	345	362	290	560	438	570	428	997	-	-	-
South West England	581	269	312	181	204	196	296	286	317	264	581	-	-	-
Wales	329	149	180	113	119	97	161	167	174	154	-	-	329	-
Scotland	536	316	220	161	208	167	273	263	295	242	-	536	-	-
Northern Ireland	155	65	90	61	64	30	86	69	83	72	-	-	-	155
Nets: North	1644	810	834	544	603	497	788	856	923	721	1644	-	-	-
Nets: Midlands	1724	861	864	564	638	522	855	869	915	810	1724	-	-	-
Nets: South	2374	1106	1268	888	845	641	1372	1001	1384	990	2374	-	-	-
Nets: England	5742	2776	2966	1995	2086	1661	3016	2727	3222	2521	5742	-	-	-
Nets: Scotland, Wales & NI	1020	530	489	335	391	293	520	499	552	468	-	536	329	155

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 6
QA5 Whereabouts in the UK do you live?
Base: All respondents

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
North East England	303	46	7	26	20	5	2	39	40	5	43	2	5	2
	4%	5%	3%	4%	6%	3%	4%	5%	5%	3%	5%	2%	2%	6%
North West England	746	121	15	84	38	11	4	90	100	16	103	15	13	2
	11% ^{col}	12% ^{col}	7%	13%	12%	7%	6%	12%	13%	9%	12%	13%	6%	7%
Yorkshire and the Humber	593	101	20	60	41	13	7	60	76	20	86	14	17	3
	9%	10%	9%	9%	12% ^{col}	7%	7%	8%	10%	11%	10%	12%	8%	9%
East Midlands	489	69	9	46	23	8	1	48	57	10	63	3	8	1
	7% ^{col}	7% ^{col}	4%	7%	7%	5%	2%	6%	7%	6%	7%	3%	4%	3%
West Midlands	585	102	16	66	36	14	2	71	79	20	91	9	14	2
	9%	10%	7%	10%	11%	8%	4%	10%	10%	11%	11% ^{col}	8%	7%	6%
East England	651	89	23	58	32	20	3	63	62	26	68	20	20	3
	10%	9%	10%	9%	10%	11%	5%	8%	8%	14% ^{col}	8%	16% ^{col}	10%	10%
London	795	111	34	86	25	26	9	106	86	19	94	14	26	7
	12% ^{col}	11%	15%	13%	8%	15%	15%	14% ^{col}	11%	11%	11%	12%	13%	23% ^{col}
South East England	997	147	34	108	39	27	7	113	110	33	125	22	30	4
	15%	15%	17%	12%	12%	16%	12%	15%	14%	18%	15%	20%	15%	12%
South West England	581	68	30	44	24	20	11	53	53	11	61	4	27	3
	9%	7%	13% ^{col}	7%	7%	11%	19% ^{col}	8%	7%	6%	7%	4%	14% ^{col}	11%
Wales	329	38	18	26	13	11	7	29	32	6	33	5	18	-
	5%	4%	8% ^{col}	4%	4%	6%	13% ^{col}	4%	4%	3%	4%	4%	9% ^{col}	-
Scotland	536	68	19	39	29	14	5	50	57	11	64	4	15	2
	8%	7%	8%	6%	9%	8%	8%	7%	7%	6%	8%	3%	8%	8%
Northern Ireland	155	21	7	11	9	6	*	18	17	3	20	1	5	1
	2%	2%	3%	2%	3%	4%	*	2%	2%	2%	2%	1%	3%	5%
Nets: North	1644	268	42	170	98	29	13	189	216	41	233	31	34	7
	24% ^{col}	27% ^{col}	18%	26%	31% ^{col}	17%	22%	25%	23% ^{col}	23%	27% ^{col}	27%	17%	23%
Nets: Midlands	1724	260	48	169	90	41	7	182	198	55	222	32	41	6
	26% ^{col}	26% ^{col}	21%	26%	28%	24%	11%	25%	26%	31%	26%	28%	21%	19%
Nets: South	2374	325	98	238	88	72	26	276	249	63	279	40	82	14
	35% ^{col}	33%	42% ^{col}	36%	27%	42% ^{col}	45%	37%	32%	35%	33%	36%	42% ^{col}	46%
Nets: England	5742	853	188	578	276	143	45	647	663	159	734	103	157	27
	89% ^{col}	87% ^{col}	81%	88% ^{col}	84%	82%	79%	87%	86%	89%	86%	92%	80%	88%
Nets: Scotland, Wales & NI	1020	126	43	76	51	31	12	97	106	20	116	9	39	4
	15% ^{col}	13%	18% ^{col}	12%	16%	18%	21%	13%	14%	11%	14%	8%	20% ^{col}	12%

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 7
QA6 Which of these best describes the main mobile phone package you personally use and pay for?
 Base: All respondents

	Gender		Age collapsed			SEG		Working Status		Nations					
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140	
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155	
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110	
Pay as you go (which requires top-ups)	2386	1268	1117	633	792	961	1090	1296	1039	1347	1995	198	132	61	
		35%bcdh	38%Ti	32%	27%	32%e	49%Tcd	31%	40%Ti	28%	45%Ti	35%	37%	40%	39%
Monthly contract (i.e. 12-24 months, including new handset)	3494	1596	1898	1420	1362	713	1934	1560	2233	1261	2980	270	161	83	
		52%aagj	48%	55%Ta	61%Tde	59%Te	36%	55%Tg	48%	59%Ti	42%	52%	50%	49%	53%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	882	442	440	278	323	280	512	370	502	380	767	67	36	12	
	13%	13%	13%	12%	13%	14%	14%g	11%	13%	13%	13%	13%	11%	7%	
Someone else pays for my mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I don't have a mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 7
QA6 Which of these best describes the main mobile phone package you personally use and pay for?
 Base: All respondents

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
Pay as you go (which requires top-ups)	2386	72	68	72	-	41	27	77	59	11	65	6	55	12
		35%abcdeghijk	7%	30%ab	-	23%	48%T	10%	8%	6%	8%	6%	28%	41%
Monthly contract (i.e. 12-24 months, including new handset)	3494	832	123	529	302	99	24	597	651	153	716	100	107	16
	52%	55%T	53%	61%T	63%T	57%	42%	60%T	63%T	63%T	64%T	69%T	55%	51%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	882	76	40	52	24	34	6	70	59	15	70	6	34	2
	13%abcdghijk	8%	17%T	8%	7%	20%	10%	9%	8%	8%	8%	5%	17%T	8%
Someone else pays for my mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't have a mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 8

QA7 Have you ever changed your mobile phone network provider? If yes, when did you most recently change mobile phone network?

Please think about the company you pay for the service and not the handset itself.

If you were previously a customer of Orange\T-Mobile and are now a customer of EE/Everything Everywhere - please do not include this as a change of mobile network provider.

Base: All who have mobile phone package they personally use and pay for

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110
Yes - in the last 6 months	418	213	205	148	176	93	216	202	263	154	353	35	19	11
	6%	6%	6%	7%	5%	6%	6%	7%	5%	6%	7%	6%	7%	7%
Yes - 7-12 months ago	312	162	150	133	124	55	188	124	230	82	274	20	11	7
	5%	4%	5%	5%	3%	3%	5%	4%	6%	3%	5%	4%	3%	5%
Yes - 13-18 months ago (i.e. 1-1.5 years ago)	258	115	143	117	96	45	157	101	174	84	234	13	9	2
	4%	3%	4%	4%	4%	2%	4%	3%	5%	3%	4%	2%	3%	1%
Yes - 19-24 months ago (i.e. 1.5-2 years ago)	572	290	282	280	199	93	305	267	361	211	494	49	19	10
	9%	8%	12%	12%	8%	5%	9%	8%	10%	7%	9%	9%	6%	7%
Yes - 2-3 years ago	698	365	333	273	270	155	365	333	408	289	589	63	36	10
	10%	11%	10%	12%	11%	8%	10%	10%	11%	10%	10%	12%	11%	6%
Yes - more than 3 years ago	1805	874	932	537	715	554	959	847	1030	775	1518	129	112	46
	27%	26%	27%	23%	28%	28%	27%	26%	27%	26%	26%	24%	34%	30%
No - never changed provider	2699	1289	1410	842	896	960	1346	1353	1307	1392	2280	228	123	68
	40%	39%	41%	36%	36%	49%	38%	42%	35%	47%	40%	43%	38%	44%
Nets: last 12 months	730	375	355	282	300	148	404	325	493	237	627	55	29	18
	11%	11%	10%	12%	12%	8%	11%	10%	13%	8%	11%	10%	9%	12%
Nets: last 18 months	988	490	499	398	397	193	561	427	667	321	861	68	38	21
	15%	15%	14%	17%	16%	10%	16%	13%	18%	11%	15%	13%	12%	13%
Nets: last 24 months	1560	779	781	679	596	286	867	693	1028	532	1355	116	57	31
	23%	24%	23%	29%	24%	15%	25%	21%	27%	18%	24%	22%	17%	20%
Nets: more than 12 months ago	3333	1644	1690	1207	1280	846	1786	1547	1973	1360	2835	253	176	69
	49%	50%	49%	52%	52%	43%	51%	48%	52%	46%	49%	47%	54%	44%
Nets: all who changed	4063	2018	2045	1489	1580	994	2190	1873	2466	1597	3462	308	205	87
	60%	61%	59%	64%	64%	51%	62%	58%	69%	53%	60%	57%	62%	56%

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

BDRc Continental/22052/V14

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/h/g - T/h/i - T/j/k/l/m

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 8

QA7 Have you ever changed your mobile phone network provider? If yes, when did you most recently change mobile phone network?

Please think about the company you pay for the service and not the handset itself.

If you were previously a customer of Orange/T-Mobile and are now a customer of EE/Everything Everywhere - please do not include this as a change of mobile network provider.

Base: All who have mobile phone package they personally use and pay for

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
Yes - in the last 6 months	418	418	-	270	147	-	-	253	334	68	370	38	-	-
		6%abef	43%Tb	41%T	45%T	-	-	34%	43%T	38%T	43%T	34%T	-	-
Yes - 7-12 months ago	312	312	-	216	96	-	-	214	240	60	264	43	-	-
		5%abef	32%Tb	33%T	29%T	-	-	29%T	31%T	33%T	31%T	38%T	-	-
Yes - 13-18 months ago (i.e. 1-1.5 years ago)	258	250	8	166	84	4	5	161	195	52	216	32	7	1
		4%	28%Tb	4%	25%T	26%T	2%	22%T	25%T	29%T	25%T	28%T	4%	4%
Yes - 19-24 months ago (i.e. 1.5-2 years ago)	572	-	33	-	-	24	8	21	-	-	-	-	26	6
		2%abcdghijk	14%Ta	-	-	14%T	15%	3%	-	-	-	-	13%T	20%T
Yes - 2-3 years ago	698	-	36	-	-	27	9	22	-	-	-	-	33	2
		10%abcdghijk	16%Ta	-	-	16%T	15%	3%	-	-	-	-	17%T	8%
Yes - more than 3 years ago	1805	-	74	-	-	56	18	40	-	-	-	-	64	9
		27%abcdghijk	32%Ta	-	-	32%T	32%	5%	-	-	-	-	32%T	28%
No - never changed provider	2699	-	80	-	-	63	17	33	-	-	-	-	66	12
		40%abcdghijk	35%Ta	-	-	36%	30%	4%	-	-	-	-	34%	40%
Nets: last 12 months	730	730	-	487	243	-	-	467	574	128	634	80	-	-
		11%abeflm	74%Tb	75%T	74%T	-	-	63%T	75%T	71%T	78%T	74%T	-	-
Nets: last 18 months	988	980	8	653	327	4	5	629	769	180	851	112	7	1
		15%abeflm	100%Tb	4%	100%T	100%T	2%	64%	100%T	100%T	100%T	100%T	4%	4%
Nets: last 24 months	1560	980	41	653	327	28	13	649	769	180	851	112	33	7
		23%abef	100%Tb	18%T	100%T	100%T	16%	23%T	87%T	100%T	100%T	100%T	17%	24%
Nets: more than 12 months ago	3333	250	151	166	84	111	40	244	195	52	216	32	129	18
		49%abcdghijk	65%Ta	25%	26%	64%T	70%T	33%	25%	29%	25%	28%	66%T	60%
Nets: all who changed	4063	980	151	653	327	111	40	711	769	180	851	112	129	18
		60%	100%Tb	55%T	100%T	100%T	64%	70%T	89%T	100%T	100%T	100%T	88%T	60%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 9
QA8 Which of the following best describes whether you have considered changing mobile network provider in the last 12 months?
 Base: All who have not switched in the last 12 months

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	5781	2703	3078	1235	2191	2355	3540	2241	3088	2693	4924	454	280	123
Base	6032	2932	3100	2049	2176	1807	3132	2900	3280	2752	5115	481	299	137*
Effective Base	4497	2127	2373	1044	1895	2081	2829	1819	2407	2092	3820	357	225	96
Yes - considered and actively started looking, but decided not to change provider	282	162	120	95	133	55	180	103	202	81	237	20	19	7
		5% ^{col}	6% ^{col}	4%	5% ^{col}	6% ^{col}	3%	6% ^{col}	4%	6% ^{col}	3%	5%	4%	6%
Yes - considered but did not start looking, and decided not to change provider	1117	540	577	550	353	214	632	485	680	436	963	75	55	24
		19% ^{col}	18%	19%	27% ^{col}	16% ^{col}	12%	20% ^{col}	17%	21% ^{col}	16%	19%	16%	18%
Yes - currently considering switching (i.e. actively looking at alternatives now)	1112	573	539	365	482	265	626	487	722	390	950	100	45	18
		19% ^{col}	20%	17%	18% ^{col}	22% ^{col}	15%	20% ^{col}	17%	22% ^{col}	14%	19%	21%	15%
No - not considered changing mobile network provider in the last 12 months	3521	1657	1864	1039	1208	1274	1695	1826	1677	1844	2965	287	181	89
		50% ^{col}	60% ^{col}	51%	56% ^{col}	71% ^{col}	54%	63% ^{col}	51%	67% ^{col}	58%	60%	60%	65%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 9
QA8 Which of the following best describes whether you have considered changing mobile network provider in the last 12 months?
 Base: All who have not switched in the last 12 months

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	5781	325	500	179	146	394	106	459	257	64	291	32	414	75
Base	6032	250	231	166	84	174	58*	277	195	52*	216	32**	196	30*
Effective Base	4497	253	356	146	120	283	76	326	207	44	233	23	293	56
Yes - considered and actively started looking, but decided not to change provider	282	51	231	40	11	174	58	157	38	11	39	11	196	30
	5%	20% ^T	100% ^{Ta}	24% ^T	13% ^T	100% ^T	100% ^T	57% ^T	19% ^T	22% ^T	16% ^T	35%	100% ^T	100% ^T
Yes - considered but did not start looking, and decided not to change provider	1117	60	-	44	16	-	-	40	43	17	51	9	-	-
	18% ^{bcdefm}	24% ^{Tb}	-	26% ^T	19%	-	-	14%	22%	33% ^T	23%	28%	-	-
Yes - currently considering switching (i.e. actively looking at alternatives now)	1112	73	-	48	25	-	-	49	56	16	61	11	-	-
	18% ^{bcdefm}	29% ^{Tb}	-	29% ^T	30% ^T	-	-	18%	28% ^T	32% ^T	28% ^T	36%	-	-
No - not considered changing mobile network provider in the last 12 months	3521	66	-	35	31	-	-	31	58	7	65	1	-	-
	58% ^{abcdeefghijlm}	26% ^{Tb}	-	21%	37%	-	-	11%	30% ^T	14%	30%	2%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 10

QA9 - I try to keep up with technology

Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.

For each statement please indicate how much you agree or disagree...

Base: All respondents

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110
Agree strongly	1486	809	677	706	538	242	811	675	934	552	1251	124	79	32
		22% ^a	24% ^b	20% ^c	30% ^d	22% ^e	23% ^f	21% ^g	25% ^h	18% ⁱ	22% ^j	23% ^k	24% ^l	20% ^m
Agree slightly	2662	1319	1343	990	938	734	1454	1208	1529	1133	2257	202	133	70
		39% ^a	40% ^b	39% ^c	42% ^d	38% ^e	38% ^f	41% ^g	41% ^h	38% ⁱ	39% ^j	38% ^k	40% ^l	45% ^m
Neither agree nor disagree	1557	711	846	441	583	533	735	822	794	763	1335	125	69	28
		23% ^a	22% ^b	24% ^c	19% ^d	24% ^e	27% ^f	21% ^g	25% ^h	21% ⁱ	23% ^j	23% ^k	21% ^l	18% ^m
Disagree slightly	692	303	389	146	276	270	372	320	362	330	585	63	26	18
		10% ^a	9% ^b	11% ^c	6% ^d	11% ^e	11% ^f	10% ^g	10% ^h	11% ⁱ	10% ^j	12% ^k	8% ^l	12% ^m
Disagree strongly	366	165	201	49	141	176	164	202	155	211	315	22	21	8
		5% ^a	5% ^b	2% ^c	6% ^d	6% ^e	5% ^f	6% ^g	4% ^h	7% ⁱ	5% ^j	4% ^k	6% ^l	5% ^m
Net agree	4147	2128	2020	1695	1476	976	2265	1882	2463	1685	3508	327	212	101
		61% ^a	64% ^b	58% ^c	73% ^d	60% ^e	50% ^f	64% ^g	58% ^h	65% ⁱ	61% ^j	61% ^k	64% ^l	65% ^m
Net disagree	1057	468	590	195	417	445	536	522	517	541	900	85	48	25
		16% ^a	14% ^b	17% ^c	8% ^d	17% ^e	15% ^f	16% ^g	14% ^h	18% ⁱ	16% ^j	16% ^k	15% ^l	16% ^m

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 10

QA9 - I try to keep up with technology

Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.

For each statement please indicate how much you agree or disagree...

Base: All respondents

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
Agree strongly	1486	342	75	249	92	58	18	289	273	63	304	35	67	8
	22%	35%T	33%T	38%T	28%T	33%T	31%	39%T	35%T	35%T	36%T	31%T	34%T	26%
Agree slightly	2662	396	101	250	145	76	25	307	309	74	347	42	83	15
	39%	40%	44%	38%	45%	44%	43%	41%	40%	41%	41%	38%	42%	49%
Neither agree nor disagree	1557	160	36	104	56	27	9	99	120	30	127	25	30	5
	23%abcdgghjll	16%	16%	16%	17%	16%	16%	13%	16%	16%	15%	23%	15%	17%
Disagree slightly	692	52	12	27	25	9	3	30	41	10	43	9	10	2
	10%abcceghjll	5%	5%	4%	8%	5%	5%	4%	5%	6%	5%	8%	5%	6%
Disagree strongly	366	31	7	23	8	4	3	18	26	3	30	*	6	1
	5%abcdgghjll	3%	3%	3%	2%	2%	5%	2%	3%	1%	3%	*	3%	2%
Net agree	4147	737	176	499	238	134	43	596	582	137	651	77	150	23
	61%	75%T	76%T	70%T	73%T	77%T	74%T	80%T	76%T	77%T	77%T	69%	77%T	73%T
Net disagree	1057	83	18	50	33	13	6	49	67	13	73	10	16	2
	16%abcdgghjll	8%	8%	8%	10%	7%	10%	7%	9%	7%	9%	9%	8%	8%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 11

QA9 - My friends tend to come to me if they have questions about technology
 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.
 For each statement please indicate how much you agree or disagree...
 Base: All respondents

	Gender		Age collapsed			SEG		Working Status		Nations					
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140	
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155	
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110	
Agree strongly	731	440	291	384	267	80	415	315	505	226	616	52	41	21	
		11% _{del}	13% _{Td}	8%	16% _{Tde}	11% _{de}	4%	12% _g	10%	13% _{Ti}	8%	11%	10%	13%	14%
Agree slightly	1570	800	770	682	600	288	865	706	1000	571	1340	124	70	37	
		23% _{del}	24%	22%	29% _{Tde}	24% _{de}	15%	22% _g	22%	26% _{Ti}	19%	23%	23%	21%	24%
Neither agree nor disagree	1819	878	942	703	676	441	915	905	1004	816	1549	136	89	45	
		27% _{del}	27%	27%	30% _{Tde}	27% _{de}	23%	26%	28%	27%	27%	27%	25%	27%	29%
Disagree slightly	1303	589	714	383	464	456	692	611	681	622	1092	120	66	25	
		19% _{del}	18%	21% _{del}	16%	19%	23% _{Tde}	20%	19%	18%	21% _{del}	19%	22%	20%	16%
Disagree strongly	1339	600	739	180	469	690	650	689	585	754	1145	104	62	27	
		20% _{del}	18%	21% _{del}	8%	19% _{del}	33% _{Tde}	18%	21% _{del}	15%	25% _{Ti}	20%	19%	19%	18%
Net agree	2301	1240	1061	1066	867	368	1280	1021	1505	796	1956	176	112	58	
		34% _{del}	38% _{Td}	31%	46% _{Tde}	35% _{de}	19%	36% _{Tg}	32%	40% _{Ti}	27%	34%	33%	34%	37%
Net disagree	2641	1189	1453	562	934	1145	1341	1300	1265	1376	2237	225	128	52	
		39% _{del}	36%	42% _{Td}	24%	38% _{del}	59% _{Tde}	38%	40%	34%	48% _{Ti}	39%	42%	39%	34%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 11

QA9 - My friends tend to come to me if they have questions about technology
 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.
 For each statement please indicate how much you agree or disagree...
 Base: All respondents

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
Agree strongly	731	183	42	136	47	31	10	161	140	40	157	24	37	5
	11%	18%T	16%T	21%T	14%T	18%T	18%T	22%T	18%T	22%T	18%T	21%T	19%T	16%
Agree slightly	1570	324	70	233	91	49	21	261	254	63	284	36	60	8
	23%	33%T	30%T	36%T	28%T	28%	36%T	35%T	33%T	35%T	33%T	32%T	31%T	28%
Neither agree nor disagree	1819	234	53	147	87	43	10	162	175	43	192	33	44	7
	27%abcghj	24%	23%	22%	27%	25%	18%	22%	23%	24%	23%	30%	23%	22%
Disagree slightly	1303	147	39	88	59	30	9	106	122	22	132	15	32	5
	19%abcghj	15%	17%	13%	18%	17%	15%	14%	16%	12%	15%	13%	16%	18%
Disagree strongly	1339	92	28	50	42	21	7	55	76	12	86	4	23	5
	20%abcdgghjkl	9%	12%	8%	13%	12%	13%	7%	10%	7%	10%	4%	12%	16%
Net agree	2301	507	111	369	138	80	31	422	394	103	441	60	96	13
	34%	52%T	48%T	56%T	42%T	46%T	54%T	57%T	51%T	57%T	52%T	53%T	49%T	44%
Net disagree	2641	239	67	138	102	51	16	160	199	34	218	19	55	10
	39%abcdelghjkl	24%	29%	21%	31%	29%	20%	22%	26%	19%	26%	17%	28%	34%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 12

QA9 - I'm as knowledgeable about these technologies as the next person
 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.
 For each statement please indicate how much you agree or disagree...
 Base: All respondents

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	6762	3180	3582	1579	2593	2590	4155	2607	3754	3008	5754	533	335	140
Base	6762	3307	3455	2331	2477	1954	3536	3226	3773	2989	5742	536	329	155
Effective Base	5202	2470	2736	1260	2204	2253	3284	2089	2882	2320	4421	413	258	110
Agree strongly	1100	639	460	484	409	207	611	489	709	391	932	97	48	23
		16% ^{del}	13% ^{del}	21% ^{Tde}	17% ^{del}	11%	17% ^{gi}	15%	19% ^{ti}	13%	16%	18%	15%	15%
Agree slightly	2433	1159	1275	1012	883	539	1351	1083	1452	981	2060	189	126	58
		36% ^{agi}	37%	43% ^{Tde}	36% ^{del}	28%	36% ^{Td}	34%	35% ^{ti}	33%	36%	35%	38%	38%
Neither agree nor disagree	1757	840	917	553	659	544	878	879	957	799	1491	133	85	47
		26%	27%	24%	27%	29% ^{del}	25%	27% ^{del}	25%	27%	26%	25%	26%	30%
Disagree slightly	997	458	539	224	357	416	484	513	462	535	846	89	44	18
		15% ^{del}	14%	10%	14% ^{del}	21% ^{Tde}	14%	16% ^{del}	12%	18% th	15%	17%	13%	11%
Disagree strongly	476	211	264	59	169	248	212	263	193	283	413	27	26	9
		7% ^{del}	6%	3%	7% ^{del}	13% ^{Tde}	6%	8% ^{del}	5%	9% th	7%	5%	8%	6%
Net agree	3533	1798	1735	1495	1292	746	1962	1571	2161	1372	2992	287	173	81
		52% ^{agi}	54% ^{ab}	50%	64% ^{Tde}	52% ^{del}	38%	55% ^{Td}	49%	57% ^{ti}	52%	53%	53%	52%
Net disagree	1472	669	803	282	526	665	696	776	655	817	1259	117	70	27
		22% ^{del}	23% ^{del}	12%	21% ^{del}	34% ^{Tde}	20%	24% th	17%	27% th	22%	22%	21%	17%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 12

QA9 - I'm as knowledgeable about these technologies as the next person
 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.
 For each statement please indicate how much you agree or disagree...
 Base: All respondents

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	6762	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	6762	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	5202	1016	356	586	491	283	76	817	817	170	911	95	293	56
Agree strongly	1100	264	57	183	81	42	15	224	211	49	238	23	51	6
	16%	27%T	25%T	28%T	25%T	24%T	28%T	30%T	27%T	27%T	26%T	21%	26%T	19%
Agree slightly	2433	396	96	273	123	72	24	311	301	83	333	56	80	13
	36%	40%T	42%T	42%T	38%	42%	41%	42%T	39%	48%	39%	50%T	41%	44%
Neither agree nor disagree	1757	187	43	121	66	32	11	121	154	21	161	19	35	6
	26% abcdeghj k	19%	18%	19%	20%	18%	18%	16%	20%	11%	19%	17%	18%	19%
Disagree slightly	997	95	25	56	39	17	8	67	75	20	86	9	20	4
	15% abcdeghj	10%	11%	9%	12%	10%	14%	9%	10%	11%	10%	8%	10%	14%
Disagree strongly	476	38	10	21	17	10	*	21	28	7	34	4	9	1
	7% acfg h	4%	5%	3%	5%	6%	1%	3%	4%	4%	4%	4%	5%	4%
Net agree	3533	660	154	456	204	115	39	535	512	132	571	80	131	19
	52%	67%T	66%T	70%T	63%T	69%T	67%T	72%T	67%T	73%T	67%T	71%T	67%T	63%
Net disagree	1472	133	35	77	56	27	8	88	103	27	119	13	30	5
	22% abcdeghj k	14%	15%	12%	17%	15%	14%	12%	13%	15%	14%	12%	15%	18%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 13
QA10 Looking at the following services, for which, if any, have you changed provider in the last 18 months?
Base: All switchers and considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1806	870	936	601	729	476	1181	625	1204	602	1545	140	85	36
Base	1211	620	591	464	504	243	702	509	826	385	1041	86	56*	27**
Effective Base	1339	643	702	465	572	314	884	482	914	425	1142	112	62	26
Bank account	262	150	112	133	100	28	157	105	195	67	237	14	8	2
		22% ^a	24% ^b	19%	28% ^c	20% ^e	12%	22%	21%	24% ^h	17%	14%	14%	9%
Electricity or gas provider	388	216	173	141	171	76	218	170	288	101	343	20	18	6
		32% ^a	35% ^b	29%	30%	34%	31%	31%	33%	35% ^h	26%	35% ^j	23%	33%
Landline/fixed line phone	273	151	122	98	133	43	159	114	208	65	227	22	16	8
		23% ^a	24%	21%	21%	28% ^c	18%	23%	22%	25% ^h	17%	22%	25%	29%
Fixed broadband internet	376	213	163	169	154	54	215	161	280	96	318	29	20	9
		31% ^a	34% ^b	28%	36% ^c	31% ^e	22%	31%	32%	34% ^h	25%	31%	34%	36%
Pay TV service	212	111	100	97	93	22	131	81	162	50	188	10	9	6
		17% ^a	18%	17%	21% ^c	16% ^e	9%	19%	16%	20% ^h	13%	18%	11%	15%
None of these	467	223	244	147	204	116	268	200	291	176	394	36	27	10
		39% ^a	41% ^b	32%	41% ^c	48% ^e	38%	39%	35% ^h	46% ⁱ	38%	42%	48%	35%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 13
QA10 Looking at the following services, for which, if any, have you changed provider in the last 18 months?
 Base: All switchers and considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)			
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)		
Unweighted Base	1806	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75	
Base	1211	980	231	653	327	174	58*	744	769	180	851	112*	196	30*	
Effective Base	1339	1016	356	586	491	283	76	817	817	170	911	95	293	56	
Bank account	262	223	39	157	66	31	9	262	163	51	180	39	31	7	
		22% ^a	23% ^b	17%	24%	20%	18%	15%	95% ^T	21%	28% ^b	21%	35% ^T	16%	24%
Electricity or gas provider	388	323	65	217	106	50	15	388	245	70	280	39	54	10	
		32%	33%	28%	33%	32%	29%	26%	52% ^T	32%	39%	33%	35%	27%	32%
Landline/fixed line phone	273	230	44	151	79	33	11	273	176	47	199	28	35	8	
		23%	23%	19%	23%	24%	19%	18%	37% ^T	23%	26%	23%	25%	18%	25%
Fixed broadband internet	376	319	57	208	111	42	16	376	231	75	274	38	46	9	
		31% ^{del}	33% ^b	25%	32%	34%	24%	27%	51% ^T	30%	42% Th	32%	34%	24%	29%
Pay TV service	212	185	27	137	48	22	5	212	139	42	160	24	22	4	
		17% ^{del}	19% ^b	12%	21%	15%	13%	9%	28% ^T	18%	23%	19%	21%	11%	15%
None of these	467	354	113	233	121	82	31	-	294	49	313	34	98	13	
		36% ^{del}	41% ^{del}	36%	37%	47%	34% ^T	-	30% ^b	27%	37%	30%	50% ^T	44%	

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 14
QA11 Which of the following best describes how likely you would have been to keep your phone number if you had switched mobile network?
 Base: All that actively considered a new network

	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	288	274	156	225	181	391	171	360	202	491	40	15	16
Base	282	162	120	95	133	55	180	103	202	81	237	20*	19**
Effective Base	396	211	189	117	177	121	275	126	264	138	352	33	13
I definitely would have kept my mobile number	203	114	89	64	97	42	134	70	145	59	171	15	11
	72%	70%	74%	67%	73%	78%	74%	68%	72%	72%	72%	74%	61%
I might have kept my mobile number	48	27	21	23	18	8	28	20	38	11	41	2	6
	17%	17%	18%	24%	14%	14%	16%	19%	19%	13%	17%	9%	30%
I definitely wouldn't have kept my mobile number	11	7	5	2	8	2	8	4	7	4	8	2	2
	4%	4%	4%	2%	6%	3%	4%	3%	4%	5%	3%	9%	9%
I don't know if I would have kept my number	18	13	5	7	9	3	9	9	11	8	18	1	-
	6%	8%	4%	7%	7%	6%	5%	9%	5%	9%	7%	3%	-
Didn't know I could keep my phone number	1	1	-	-	1	-	1	-	1	-	-	1	-
	*	1%	-	-	1%	-	1%	-	*	-	-	5%†	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 14
QA11 Which of the following best describes how likely you would have been to keep your phone number if you had switched mobile network?
 Base: All that actively considered a new network

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	562	62	500	43	19	394	106	304	43	17	49	12	414	75
Base	282	51*	231	40*	11**	174	58*	157	38*	11**	39*	11**	196	30*
Effective Base	396	51	356	37	15	283	76	222	37	13	40	10	293	56
I definitely would have kept my mobile number	203	30	174	27	2	174	-	113	22	8	25	4	150	21
		72% ^{TI}	58% ^{TI}	68% ^{TI}	22% ^{TI}	100% ^{TI}	-	72% ^{TI}	59% ^{TI}	69% ^{TI}	65% ^{TI}	40% ^{TI}	76% ^{TI}	68% ^{TI}
I might have kept my mobile number	48	15	33	11	5	-	33	28	10	3	9	6	28	4
		17% ^{TI}	30% ^{TI}	14% ^{TI}	26% ^{TI}	44% ^{TI}	-	18% ^{TI}	26% ^{TI}	28% ^{TI}	22% ^{TI}	52% ^{TI}	15% ^{TI}	13% ^{TI}
I definitely wouldn't have kept my mobile number	11	3	9	-	3	-	9	6	2	*	2	1	6	2
		4% ^{TI}	5% ^{TI}	4% ^{TI}	-	25% ^{TI}	-	4% ^{TI}	6% ^{TI}	3% ^{TI}	4% ^{TI}	9% ^{TI}	3% ^{TI}	7% ^{TI}
I don't know if I would have kept my number	18	3	15	2	1	-	15	9	3	-	3	-	11	3
		6% ^{TI}	7% ^{TI}	6% ^{TI}	9% ^{TI}	-	26% ^{TI}	6% ^{TI}	9% ^{TI}	-	9% ^{TI}	-	6% ^{TI}	11% ^{TI}
Didn't know I could keep my phone number	1	-	1	-	-	-	1	1	-	-	-	-	-	-
	*	-	*	-	-	-	2%	1%	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 15
QA12 When you switched, what type of mobile package did you switch from?
Base: All who switched in the last 18 months

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1319	621	698	477	535	307	845	474	896	423	1124	104	71	20
Base	988	490	499	398	397	193	561	427	667	321	861	68*	38*	21**
Effective Base	1026	475	555	380	427	225	665	381	701	325	876	84	58	17
Handset and monthly contract (i.e. 12-24 months, including new handset)	596	288	308	262	256	78	349	247	433	163	522	40	19	16
	60% ^h	59%	62%	66% ^{h,c}	65% ^{h,d}	40%	62%	58%	65% ^h	51%	61%	58%	50%	75%
Pay as you go (which requires top-ups)	293	158	135	99	109	85	150	143	174	119	253	23	15	3
	30% ^h	32%	27%	25%	27%	44% ^{h,e}	27%	33% ^h	26%	37% ^{h,i}	29%	33%	38%	16%
SIM only (i.e. did not get a handset or no longer paying for one) this may be on a 30 day rolling contract or have a longer contract length	99	44	56	37	32	30	62	38	60	39	87	6	5	2
	10% ^h	9%	11%	9%	8%	16% ^{h,f}	11%	9%	9%	12%	10%	9%	12%	9%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 15
QA12 When you switched, what type of mobile package did you switch from?
Base: All who switched in the last 18 months

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Swit-chers (a)	Consid-erers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Diffi-cult (i)	Net Satis-fied (j)	Net Dissat-ified (k)	Net Satis-fied (l)	Net Dissat-ified (m)	
	Total (T)													
Unweighted Base	1319	1306	13	705	601	7	6	843	1038	230	1158	129	10	3
Base	988	980	8**	653	327	4**	5**	629	769	180	851	112*	7**	1**
Effective Base	1026	1016	10	586	491	6	5	651	817	170	911	95	8	3
Handset and monthly contract (i.e. 12-24 months, including new handset)	596	595	1	414	181	1	-	382	456	115	502	78	*	*
	60%	61%	11%	63%	55%	24%	-	61%	59%	64%	59%	70%	7%	31%
Pay as you go (which requires top-ups)	293	286	7	169	117	2	5	184	235	45	260	24	6	1
	30%	29%	84%	26%	33%	65%	100%	29%	31%	25%	31%	21%	87%	69%
SIM only (i.e. did not get a handset or no longer paying for one) this may be on a 30 day rolling contract or have a longer contract length	99	99	*	70	29	*	-	62	78	20	89	10	*	-
	10%	10%	5%	11%	9%	11%	-	10%	10%	11%	10%	9%	6%	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 16
QA13 And when you switched did you..?
Base: All who switched in the last 18 months

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1319	621	698	477	535	307	845	474	896	423	1124	104	71	20
Base	988	490	499	398	397	193	561	427	667	321	861	68*	38*	21**
Effective Base	1026	475	555	380	427	225	665	381	701	325	876	84	58	17
Keep the same phone number	654	325	329	263	272	119	398	256	472	182	578	39	26	11
	66% ^{sd}	66%	66%	66%	69%	61%	71% ^{Te}	60%	71% ^{Ti}	57%	67%	58%	67%	55%
Change phone number	334	164	170	135	124	75	163	171	195	139	283	29	13	9
	34% ^{sh}	34%	34%	34%	31%	39%	29%	46% ^{Ti}	29%	43% ^{Ti}	33%	42%	33%	45%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 16
QA13 And when you switched did you..?
Base: All who switched in the last 18 months

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	1319	1306	13	705	601	7	6	843	1038	230	1158	129	10	3
Base	988	980	8**	653	327	4**	5**	629	769	180	851	112*	7**	1**
Effective Base	1026	1016	10	586	491	6	5	651	817	170	911	95	8	3
Keep the same phone number	654	653	1	653	-	1	-	421	508	126	551	89	*	*
	86%	67%	11%	100%	-	24%	-	67%	66%	70%	65%	79%	7%	31%
Change phone number	334	327	7	-	327	3	5	207	261	53	300	23	7	1
	51%	33%	89%	-	100%	76%	100%	33%	34%	30%	33%	21%	93%	69%

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* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 17

QA14 When you last changed mobile provider did you COMPARE WHAT DIFFERENT PROVIDERS WERE OFFERING ?

Base: All Switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Yes	782	388	394	324	318	140	457	325	544	238	678	55	29	20
	60%	80%	79%	82%	81%	73%	82%	77%	82%	75%	79%	82%	75%	96%
No	198	95	103	72	74	52	98	100	119	79	175	12	10	1
	20%	20%	21%	18%	19%	27%	18%	23%	18%	23%	21%	18%	25%	4%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 17

QA14 When you last changed mobile provider did you COMPARE WHAT DIFFERENT PROVIDERS WERE OFFERING ?

Base: All Switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	782	-	524	258	-	-	509	625	142	690	82	-	-
	80%	-	80%	79%	-	-	81%	81%	79%	81%	73%	-	-
No	198	-	129	68	-	-	117	144	37	160	30	-	-
	20%	-	20%	21%	-	-	19%	19%	21%	19%	27%	-	-

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Fieldwork: 20th August to 1st September 2015

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* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 18
 QA14 While considering switching your mobile network provider
 did you COMPARE WHAT DIFFERENT PROVIDERS WERE OFFERING ?
 Base: All Considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Yes	213	128	85	64	101	48	137	76	154	59	173	15	18	6
	92%	93%	91%	94%	90%	95%	94%	89%	94%	86%	92%	82%	100%	96%
No	18	9	9	4	12	3	9	9	9	9	15	3	-	*
	8%	7%	9%	6%	10%	5%	6%	11%	6%	14%	8%	18%	-	4%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 18
 QA14 While considering switching your mobile network provider
 did you COMPARE WHAT DIFFERENT PROVIDERS WERE OFFERING ?
 Base: All Considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Yes	213	213	-	-	162	51	110	-	-	-	-	182	28
	92%	92%	-	-	94%	88%	93%	-	-	-	-	93%	90%
No	18	18	-	-	11	7	8	-	-	-	-	14	3
	8%	8%	-	-	6%	12%	7%	-	-	-	-	7%	10%

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 19

QA14 When you last changed mobile provider did you FIND OUT WHAT YOU NEEDED TO DO IN ORDER TO SWITCH ?

Base: All Switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Yes	752	367	385	300	302	150	441	312	517	236	656	49	29	19
	77%	76%	78%	76%	77%	78%	79%	74%	78%	74%	77%	73%	75%	91%
No	227	116	111	95	90	42	115	112	145	82	198	19	9	2
	23%	24%	22%	24%	23%	22%	21%	26%	22%	26%	23%	27%	25%	9%

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 19
QA14 When you last changed mobile provider did you FIND OUT WHAT YOU NEEDED TO DO IN ORDER TO SWITCH ?
 Base: All Switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	752	-	540	213	-	-	484	593	146	662	82	-	-
	77% ^d	-	83% ^e	65% ^f	-	-	77% ^g	77% ^h	81% ⁱ	78% ^j	73% ^k	-	-
No	227	-	114	114	-	-	142	175	34	188	30	-	-
	23% ^d	-	17% ^e	23% ^f	-	-	23% ^g	23% ^h	19% ⁱ	22% ^j	27% ^k	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 20
 QA14 While considering switching your mobile network provider
 did you FIND OUT WHAT YOU NEEDED TO DO IN ORDER TO SWITCH ?
 Base: All Considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Yes	160	95	64	48	79	33	103	57	118	41	130	14	11	5
	69%	70%	68%	70%	70%	65%	70%	67%	72%	61%	69%	75%	60%	74%
No	71	42	30	21	33	18	44	28	45	26	58	5	7	2
	31%	30%	32%	30%	30%	35%	30%	33%	28%	33%	31%	25%	40%	26%

BDRC Continental/22052/V14

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 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 20
 QA14 While considering switching your mobile network provider
 did you FIND OUT WHAT YOU NEEDED TO DO IN ORDER TO SWITCH ?
 Base: All Considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Yes	160	160	-	-	124	36	89	-	-	-	-	135	21
	69%	69%	-	-	72%	62%	75%	-	-	-	-	69%	70%
No	71	71	-	-	49	22	30	-	-	-	-	61	9
	31%	31%	-	-	28%	38%	25%	-	-	-	-	31%	30%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 21
 QA14 When you last changed mobile provider did you LEAVE YOUR CONTRACT EARLY / BEFORE THE END OF YOUR MINIMUM CONTRACT PERIOD ?
 Base: All Switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Yes	231	108	123	139	81	11	130	101	178	53	207	13	6	5
	24% ^{col}	22%	25%	35% ^{Tcol}	21% ^{col}	6%	23%	24%	27% ^{col}	17%	24%	19%	16%	23%
No	749	375	374	256	311	181	425	323	484	264	646	55	32	16
	76% ^{col}	78%	75%	65%	79% ^{col}	84% ^{Tcol}	77%	76%	73%	83% ^{col}	76%	81%	84%	77%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 21
 QA14 When you last changed mobile provider did you LEAVE YOUR CONTRACT EARLY / BEFORE THE END OF YOUR MINIMUM CONTRACT PERIOD ?
 Base: All Switchers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-**	**	625	769	180	851	112*	**	**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	231	231	-	170	61	-	-	174	169	58	190	41	-	-
	24%	24%	-	26%	19%	-	-	28%	22%	32%	22%	36%	-	-
No	749	749	-	483	265	-	-	452	599	122	661	71	-	-
	74%	76%	-	74%	41%	-	-	72%	72%	68%	78%	64%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 22
**QA14 While considering switching your mobile network provider
 did you CONTACT YOUR CURRENT PROVIDER ?**
 Base: All Considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Yes	134	81	53	44	62	28	89	45	100	35	110	11	9	5
	58%	59%	56%	64%	56%	56%	61%	53%	61%	51%	58%	60%	48%	70%
No	97	56	41	25	50	23	57	40	64	33	78	7	9	2
	42%	41%	44%	36%	44%	44%	39%	47%	39%	49%	42%	40%	52%	30%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 22
 QA14 While considering switching your mobile network provider
 did you CONTACT YOUR CURRENT PROVIDER ?
 Base: All Considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Yes	134	134	-	-	106	29	73	-	-	-	-	114	17
	58%	58%	-	-	61%	49%	61%	-	-	-	-	58%	56%
No	97	97	-	-	68	29	46	-	-	-	-	82	13
	42%	42%	-	-	39%	51%	39%	-	-	-	-	42%	44%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 23

QA14 When you last changed mobile provider did you NEED TO SET UP A NEW ONLINE ACCOUNT ?

Base: All Switchers

	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	659	378	695	321	867	83	58	17
Yes	585	302	283	230	237	335	249	405	179	507	41	22	14
	60%	62%	57%	58%	61%	60%	59%	61%	56%	59%	60%	58%	69%
No	395	181	214	165	155	220	175	257	138	346	27	16	6
	40%	38%	43%	42%	39%	40%	41%	39%	44%	41%	40%	42%	31%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 23

QA14 When you last changed mobile provider did you NEED TO SET UP A NEW ONLINE ACCOUNT ?

Base: All Switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	-**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	585	-	380	205	-	-	410	461	112	509	69	-	-
	60%	-	58%	63%	-	-	65%	60%	62%	60%	61%	-	-
No	395	-	273	122	-	-	216	308	68	341	43	-	-
	40%	-	42%	37%	-	-	35%	40%	38%	40%	39%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 24
 QA14 While considering switching your mobile network provider
 did you CONTACT ANY POTENTIAL NEW PROVIDERS ?
 Base: All Considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Yes	109	69	40	38	51	21	71	38	85	24	92	7	7	3
	47%	51%	42%	56%	45%	41%	48%	45%	52%	35%	49%	39%	38%	41%
No	122	68	54	30	62	30	76	47	78	44	96	11	11	4
	53%	49%	58%	44%	55%	58%	52%	55%	48%	53%	51%	61%	62%	59%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 24
 QA14 While considering switching your mobile network provider
 did you CONTACT ANY POTENTIAL NEW PROVIDERS ?
 Base: All Considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	..*	..*	174	58*	118	..*	..*	..*	..*	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Yes	109	109	-	-	82	27	60	-	-	-	-	92	14
	47%	47%	-	-	47%	46%	51%	-	-	-	-	47%	47%
No	122	122	-	-	91	31	58	-	-	-	-	104	16
	53%	53%	-	-	53%	54%	49%	-	-	-	-	53%	53%

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Absolutes/col percents

Table 25
QA14 When you last changed mobile provider did you EXPERIENCE YOUR OLD PROVIDER TRYING TO PERSUADE YOU TO STAY ?
 Base: All Switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Yes	503	261	242	225	198	79	287	215	369	134	436	36	18	12
	51%	54%	49%	57%	50%	41%	52%	51%	56%	42%	51%	53%	48%	60%
No	477	223	255	171	194	113	268	209	293	184	417	32	20	8
	49%	46%	51%	43%	50%	59%	48%	49%	44%	58%	49%	47%	52%	40%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Switcher = Switched provider in the last 18 months at QA7
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 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 25

QA14 When you last changed mobile provider did you EXPERIENCE YOUR OLD PROVIDER TRYING TO PERSUADE YOU TO STAY ?
Base: All Switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	-**	**	625	769	180	851	112*	-**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	503	-	364	139	-	-	355	387	108	436	60	-	-
	51%	-	56%	42%	-	-	57%	50%	60%	51%	53%	-	-
No	477	-	289	188	-	-	270	382	71	414	52	-	-
	49%	-	44%	38%	-	-	43%	46%	40%	49%	47%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 26
 QA14 While considering switching your mobile network provider
 did you EXPERIENCE YOUR CURRENT PROVIDER TRYING TO PERSUADE YOU TO STAY ?
 Base: All Considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Yes	108	61	47	40	49	19	73	36	83	25	89	7	8	5
	47%	45%	50%	59%Tde	43%	38%	50%	42%	51%	38%	47%	38%	43%	72%
No	123	76	47	28	64	31	74	49	81	42	99	11	10	2
	53%	55%	50%	41%	77%Tde	62%	50%	58%	49%	62%	53%	62%	57%	28%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 26
 QA14 While considering switching your mobile network provider
 did you EXPERIENCE YOUR CURRENT PROVIDER TRYING TO PERSUADE YOU TO STAY ?
 Base: All Considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	..*	..*	174	58*	118	..*	..*	..*	..*	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Yes	108	108	-	-	88	21	63	-	-	-	-	94	14
	47%	47%	-	-	50%	36%	53%	-	-	-	-	48%	45%
No	123	123	-	-	86	37	55	-	-	-	-	102	17
	53%	53%	-	-	50%	64%	47%	-	-	-	-	52%	55%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 27

QA14 When you last changed mobile provider did you MOVE CONTENT FROM ONE CLOUD STORAGE TO ANOTHER (I.E. TO OR FROM A CLOUD SERVICE PROVIDED BY A MOBILE PROVIDER E.G. O2 cloud to ICLOUD) ?
 Base: All Switchers

	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	377	421	223	659	378	695	321	867	83	58	17
Yes	278	133	145	158	100	170	108	215	63	252	15	8	2
	28% ^{col}	29%	40% ^{col}	26% ^{col}	10%	31%	26%	32% ^{col}	20%	30%	23%	21%	11%
No	702	350	352	238	292	386	316	448	254	601	52	30	18
	72% ^{col}	71%	60%	74% ^{col}	90% ^{col}	69%	74%	68% ^{col}	80% ^{col}	70%	77%	79%	89%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 27

QA14 When you last changed mobile provider did you MOVE CONTENT FROM ONE CLOUD STORAGE TO ANOTHER (I.E. TO OR FROM A CLOUD SERVICE PROVIDED BY A MOBILE PROVIDER E.G. O2 cloud to ICLOUD) ?
Base: All Switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	278	-	214	64	-	-	227	207	65	224	48	-	-
	28% ^d	-	33%	20%	-	-	36% ^f	27%	36% ^h	26%	43% ^j	-	-
No	702	-	440	262	-	-	398	562	115	627	64	-	-
	72% ^d	-	67%	43% ^f	-	-	64%	72% ^h	64%	74% ^j	57%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 28

QA14 When you last changed mobile provider did you NEED TO PAY UPFRONT CHARGES FOR YOUR NEW HANDSET ?

Base: All Switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Yes	326	161	165	170	116	40	208	118	238	88	288	18	11	10
	33%	33%	33%	43%Tide	30%	21%	37%	28%	36%	28%	34%	26%	28%	46%
No	654	322	332	226	276	152	347	306	424	229	565	50	28	11
	67%	67%	67%	57%	70%	79%	63%	72%	64%	72%	66%	74%	72%	54%

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Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 28

QA14 When you last changed mobile provider did you NEED TO PAY UPFRONT CHARGES FOR YOUR NEW HANDSET ?

Base: All Switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	326	-	238	88	-	-	230	249	69	270	48	-	-
	33% ^d	-	36%	27%	-	-	37%	32%	38%	32%	43%	-	-
No	654	-	415	239	-	-	395	520	111	580	64	-	-
	67%	-	64%	43%	-	-	63%	68%	62%	58%	57%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 29

QA14 When you last changed mobile provider did you CHOOSE THE DATE YOU WANTED TO START USING YOUR NEW MOBILE PROVIDER ?

Base: All Switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Yes	600	320	280	221	242	137	345	256	414	187	524	42	23	12
	61%	68%	56%	56%	62%	71% ^{td}	62%	60%	62%	59%	61%	61%	61%	56%
No	379	163	217	175	150	55	211	168	248	131	329	26	15	9
	39% ^{td}	34%	44% ^{td}	44% ^{td}	38% ^{td}	29%	38%	40%	38%	41%	39%	39%	39%	44%

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Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 29
QA14 When you last changed mobile provider did you CHOOSE THE DATE YOU WANTED TO START USING YOUR NEW MOBILE PROVIDER ?

Base: All Switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	600	-	417	183	-	-	411	470	118	528	64	-	-
	61%	-	64%	56%	-	-	66%	61%	66%	62%	57%	-	-
No	379	-	236	144	-	-	215	299	62	322	48	-	-
	39%	-	36%	44%	-	-	34%	39%	34%	38%	43%	-	-

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Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 30
 QA14 When you last changed mobile provider did you UNLOCK YOUR HANDSET TO TAKE IT WITH YOU/UNLOCK YOUR OLD HANDSET ?
 Base: All Switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base 1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base 980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base 1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Yes 291	163	128	137	107	47	174	117	206	85	261	19	8	3
	30%	34% ^{bc}	26%	34% ^{de}	25%	31%	28%	31%	27%	31%	28%	20%	16%
No 689	320	368	259	285	145	382	307	456	232	592	49	31	17
	70%	66%	74% ^{bc}	66%	73% ^{de}	69%	72%	69%	73%	69%	72%	80%	84%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 30
QA14 When you last changed mobile provider did you UNLOCK YOUR HANDSET TO TAKE IT WITH YOU/UNLOCK YOUR OLD HANDSET ?
Base: All Switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	291	-	225	66	-	-	223	214	73	250	39	-	-
	30%	-	35%	20%	-	-	36%	28%	41%	29%	35%	-	-
No	689	-	428	261	-	-	403	555	107	601	73	-	-
	70%	-	65%	49%	-	-	64%	72%	59%	71%	65%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 31
QA15a Comparing what different providers are offering
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	48	24	25	26	16	6	31	17	36	13	47	1	*	-
	5%	5%	5%	7%	4%	3%	6%	4%	5%	4%	5%	2%	1%	-
Minor difficulty	188	89	98	99	68	20	116	72	144	43	168	8	7	4
	19%	19%	20%	23%Tde	17%de	10%	21%	17%	22%	14%	20%	12%	18%	20%
Not a difficulty at all	546	275	271	198	234	114	311	235	364	182	463	46	21	16
	56%	57%	54%	50%	60%nc	90%nc	56%	55%	55%	57%	54%	60%T	56%	76%
Not stated	198	95	103	72	74	52	98	100	119	79	175	12	10	1
	20%	20%	21%	18%	19%	27%Tde	18%	23%nc	18%	25%nc	21%	18%	25%	4%
NET Any difficulty	236	113	123	126	84	26	147	90	180	56	215	9	7	4
	24%nc	23%	25%	30%Tde	21%nc	14%	26%	21%	27%nc	18%	25%nc	14%	19%	20%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 31
QA15a Comparing what different providers are offering
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	48	-	35	13	-	-	33	27	21	36	11	-	-
	5%	5%	5%	4%	-	-	5%	3%	12%	4%	10%	-	-
Minor difficulty	188	-	135	53	-	-	143	121	59	150	34	-	-
	19%	-	21%	16%	-	-	23%	16%	33%	18%	30%	-	-
Not a difficulty at all	546	-	354	192	-	-	333	478	62	504	37	-	-
	56%	-	54%	59%	-	-	53%	62%	34%	59%	33%	-	-
Not stated	198	-	129	68	-	-	117	144	37	160	30	-	-
	20%	-	20%	21%	-	-	19%	19%	21%	19%	27%	-	-
NET Any difficulty	236	-	170	66	-	-	176	147	81	186	45	-	-
	24%	-	26%	20%	-	-	28%	19%	45%	22%	40%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 32
 QA15a Comparing what different providers are offering
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and compared what different providers were offering

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1043	493	550	393	422	228	686	357	729	314	885	84	55	19
Base	782	388	394	324	318	140	457	325	544	238	678	55*	29*	20**
Effective Base	820	382	441	320	336	167	545	291	573	247	698	69	47	16
Major difficulty	48	24	25	26	16	6	31	17	36	13	47	1	*	-
	6%	6%	6%	8%	5%	4%	7%	5%	7%	5%	7%	2%	1%	-
Minor difficulty	168	89	98	99	68	20	116	72	144	43	168	8	7	4
	21%	23%	25%	31%Tdn	21%	14%	25%	22%	27%	18%	25%	15%	25%	20%
Not a difficulty at all	546	275	271	198	234	114	311	235	364	182	463	46	21	16
	70%Tdn	71%	69%	61%	74%Tdn	81%Tdn	68%	72%	67%	76%Tdn	68%	83%Tdn	74%	80%
NET Any difficulty	236	113	123	126	84	26	147	90	180	56	215	9	7	4
	30%Tdn	29%	31%	39%Tdn	26%	19%	32%	28%	33%Tdn	24%	32%Tdn	17%	26%	20%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 32
 QA15a Comparing what different providers are offering
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and compared what different providers were offering

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1043	-	572	471	-	-	685	842	181	933	98	-	-
Base	782	**	524	258	**	**	509	625	142	690	82*	**	**
Effective Base	820	-	478	387	-	-	536	667	137	737	74	-	-
Major difficulty	48	-	35	13	-	-	33	27	21	36	11	-	-
	6%	-	7%	5%	-	-	6%	4%	15%	5%	14%	-	-
Minor difficulty	188	-	135	53	-	-	143	121	59	150	34	-	-
	24%	-	26%	21%	-	-	28%	19%	42%	22%	41%	-	-
Not a difficulty at all	546	-	354	192	-	-	333	478	62	504	37	-	-
	70%	-	68%	74%	-	-	65%	76%	43%	73%	45%	-	-
NET Any difficulty	236	-	170	66	-	-	176	147	81	186	45	-	-
	30%	-	32%	26%	-	-	35%	24%	57%	27%	55%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 33
QA15a Understanding the relevant steps required to switch provider
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	71	38	33	37	25	9	43	28	50	21	65	3	3	-
	7%	8%	7%	9% ^{cd}	6%	4%	8%	7%	8%	7%	8%	4%	7%	-
Minor difficulty	268	126	142	134	96	38	168	100	195	72	238	13	11	7
	27% ^{cd}	26%	29%	34% ^{Tde}	25%	20%	30% ^{cd}	23%	30% ^{cd}	23%	28%	19%	28%	33%
Not a difficulty at all	641	319	322	225	270	146	344	297	417	224	550	52	25	14
	69% ^{cd}	66%	65%	57% ^{cd}	69% ^{cd}	76% ^{Tc}	62% ^{cd}	70% ^{cd}	63% ^{cd}	71% ^{cd}	64% ^{cd}	79% ^{Tl}	65%	67%
NET Any difficulty	339	164	175	171	122	46	211	127	245	93	303	15	13	7
	35% ^{cd}	34%	35%	43% ^{Tde}	31%	24%	38% ^{cd}	30%	37% ^{cd}	29%	36% ^{cd}	22%	35%	33%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 33
 QA15a Understanding the relevant steps required to switch provider
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	71	-	49	21	-	-	49	29	37	45	23	-	-
	7% ^{ab}	-	8%	7%	-	-	8%	4%	21% ^{ab}	5%	21% ^{ab}	-	-
Minor difficulty	268	-	189	79	-	-	187	175	85	218	45	-	-
	27% ^{ab}	-	29%	24%	-	-	30%	23%	47% ^{ab}	26%	40% ^{ab}	-	-
Not a difficulty at all	641	-	415	227	-	-	390	564	58	587	44	-	-
	65% ^{ab}	-	63%	69%	-	-	62%	73% ^{ab}	32%	69% ^{ab}	39%	-	-
NET Any difficulty	339	-	239	100	-	-	236	204	122	264	68	-	-
	33% ^{ab}	-	37%	31%	-	-	38%	27%	68% ^{ab}	31%	61% ^{ab}	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 34
 QA15a Finding time to research the market
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	55 6%	25 5%	31 6%	34 9%Tde	15 4%	6 3%	38 7%	18 4%	42 6%	13 4%	53 6%	1 2%	2 5%	-
Minor difficulty	259 23%Tde	130 27%	129 26%	130 33%Tde	97 23%Tde	32 16%	166 30%Tde	93 22%	202 30%Tde	57 18%	236 28%	13 19%	7 19%	3 15%
Not a difficulty at all	666 69%Tde	329 68%	337 68%	231 58%Tde	280 71%Tde	154 80%Tde	352 63%Tde	314 74%Tde	418 63%Tde	247 78%Tde	565 66%Tde	54 80%Tde	29 76%Tde	18 85%Tde
NET Any difficulty	314 32%Tde	154 32%	160 32%	165 42%Tde	112 29%Tde	38 20%	204 37%Tde	110 26%	244 37%Tde	70 22%	288 34%Tde	14 20%	9 24%	3 15%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 34
 QA15a Finding time to research the market
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	55	-	38	17	-	-	41	33	20	38	15	-	-
	6%	6%	6%	5%	-	-	6%	4%	11%	4%	14%	-	-
Minor difficulty	259	-	182	76	-	-	187	175	74	210	44	-	-
	26%	-	28%	23%	-	-	30%	23%	41%	25%	39%	-	-
Not a difficulty at all	666	-	433	233	-	-	398	560	85	603	53	-	-
	65%	-	66%	71%	-	-	64%	73%	47%	71%	47%	-	-
NET Any difficulty	314	-	221	93	-	-	227	209	94	248	59	-	-
	32%	-	34%	29%	-	-	36%	27%	53%	29%	53%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 35
 QA15a Paying the charge to exit your contract early
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	42	22	20	34	6	2	27	16	31	11	38	2	*	1
	4% ^{da}	5%	4%	9% ^{Tde}	2%	1%	5%	4%	5%	4%	5%	3%	1%	7%
Minor difficulty	83	41	42	51	29	3	38	45	65	18	75	5	2	1
	8% ^{da}	8%	9%	13% ^{Tde}	7% ^{de}	1%	7%	11% ^{de}	10% ^{de}	6%	9%	8%	4%	5%
Not a difficulty at all	106	45	61	54	46	6	66	40	81	24	94	6	4	2
	11% ^{da}	9%	12%	14% ^{de}	12% ^{de}	3%	12%	9%	12% ^{de}	8%	11%	8%	11%	12%
Not stated	749	375	374	256	311	181	425	323	484	264	646	55	32	16
	76% ^{da}	78%	75%	65% ^{de}	79% ^{de}	94% ^{Tde}	77%	76%	73% ^{de}	83% ^{de}	76%	81%	84%	77%
NET Any difficulty	126	63	62	86	35	5	65	61	97	29	114	7	2	2
	13% ^{da}	13%	13%	22% ^{Tde}	9% ^{de}	2%	12%	14%	15% ^{de}	9%	13%	11%	5%	12%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 35
 QA15a Paying the charge to exit your contract early
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	42	-	31	11	-	-	35	24	16	31	11	-	-
	4%	4%	5%	3%	-	-	6%	3%	9%	4%	10%	-	-
Minor difficulty	83	-	61	23	-	-	66	51	32	67	16	-	-
	9%	9%	9%	7%	-	-	11%	7%	18%	8%	14%	-	-
Not a difficulty at all	106	-	78	28	-	-	73	94	11	92	13	-	-
	11%	-	12%	9%	-	-	12%	12%	6%	11%	12%	-	-
Not stated	749	-	483	265	-	-	452	599	122	661	71	-	-
	76%	-	74%	81%	-	-	72%	78%	68%	78%	64%	-	-
NET Any difficulty	126	-	92	33	-	-	101	76	47	98	28	-	-
	13%	-	14%	10%	-	-	16%	10%	20%	11%	23%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 36
 QA15a Paying the charge to exit your contract early
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and left contract early

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	278	130	148	155	105	18	178	100	217	61	241	21	12	4
Base	231	108	123	139	81*	11**	130	101*	178	53*	207	13**	6**	5**
Effective Base	221	100	121	125	84	14	144	82	172	49	192	18	11	4
Major difficulty	38	18	20	28	7	4	18	21	24	14	33	3	1	1
	17%	17%	16%	20%	9%	32%	14%	20%	14%	28%	16%	26%	11%	29%
Minor difficulty	76	37	38	49	24	3	43	33	61	15	72	3	*	-
	33%	35%	31%	35%	29%	26%	33%	33%	34%	28%	35%	24%	6%	-
Not a difficulty at all	117	52	65	62	50	5	70	47	93	25	102	6	5	3
	51%	48%	53%	45%	62%	42%	54%	47%	52%	46%	49%	50%	83%	71%
NET Any difficulty	114	56	58	77	31	6	60	54	85	29	105	7	1	1
	49%	52%	47%	55%	38%	58%	46%	53%	48%	54%	51%	50%	17%	29%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 36
 QA15a Paying the charge to exit your contract early
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and left contract early

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	278	278	-	170	108	-	-	217	209	64	237	39	-	-
Base	231	231	**	170	61*	**	**	174	169	58*	190	41*	**	**
Effective Base	221	221	-	145	89	-	-	173	167	51	190	32	-	-
Major difficulty	38	38	-	24	14	-	-	34	16	21	25	14	-	-
	17%	17%	-	14%	23%	-	-	20%	10%	37% T	13%	33% T	-	-
Minor difficulty	76	76	-	61	15	-	-	54	49	27	65	10	-	-
	33%	33%	-	36%	24%	-	-	31%	29%	46% T	34%	26%	-	-
Not a difficulty at all	117	117	-	85	33	-	-	86	104	10	100	17	-	-
	51% T	51%	-	50%	53%	-	-	49%	62% T	17%	53%	41%	-	-
NET Any difficulty	114	114	-	85	29	-	-	88	65	48	89	24	-	-
	49% T	49%	-	50%	47%	-	-	51%	38%	83% T	47%	59%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 37
 QA15a Contacting your old provider
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	103	48	55	55	33	15	55	49	69	34	89	8	3	3
	11%	10%	11%	14% ^{de}	9%	8%	10%	11%	10%	11%	10%	11%	9%	14%
Minor difficulty	222	108	114	112	83	27	138	84	161	61	205	8	6	3
	23% ^{de}	22%	23%	28% ^{de}	21% ^{de}	14%	25%	20%	24%	19%	24% ^{de}	12%	16%	13%
Not a difficulty at all	655	328	328	228	276	150	362	292	432	223	559	51	29	15
	67% ^{de}	68%	66%	58% ^{de}	70% ^{de}	78% ^{de}	65%	69%	65%	70%	66%	76%	75%	74%
NET Any difficulty	325	156	169	167	116	42	193	132	230	95	294	16	9	5
	33% ^{de}	32%	34%	42% ^{de}	30% ^{de}	22%	35%	31%	35%	30%	34%	24%	25%	26%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 37
 QA15a Contacting your old provider
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	103	-	67	37	-	-	77	40	62	74	30	-	-
	11%	-	10%	11%	-	-	12%	5%	34%	9%	27%	-	-
Minor difficulty	222	-	157	65	-	-	153	142	74	182	34	-	-
	22%	-	24%	20%	-	-	24%	18%	41%	21%	31%	-	-
Not a difficulty at all	655	-	429	225	-	-	396	587	44	595	48	-	-
	67%	-	66%	69%	-	-	63%	78%	25%	70%	43%	-	-
NET Any difficulty	325	-	224	101	-	-	230	182	135	256	64	-	-
	33%	-	34%	31%	-	-	37%	24%	78%	30%	57%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 38
 QA15a Contacting your new provider
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	51	28	24	33	15	3	29	22	37	15	49	2	-	1
	9% _{col}	6%	5%	9% _{Tcol}	4%	2%	5%	5%	6%	5%	6%	3%	-	5%
Minor difficulty	183	91	92	100	67	16	122	61	144	39	165	9	8	2
	13% _{col}	19%	18%	23% _{Tcol}	17% _{col}	9%	22% _{col}	14%	22% _{col}	12%	19%	13%	21%	9%
Not a difficulty at all	745	364	381	263	309	172	404	341	481	264	640	57	30	18
	76% _{col}	75%	77%	67% _{col}	79% _{col}	90% _{Tcol}	73% _{col}	80% _{col}	73% _{col}	83% _{Tcol}	75% _{col}	85% _{col}	79%	86% _{col}
NET Any difficulty	235	119	116	132	82	20	151	83	181	54	213	10	8	3
	24% _{col}	25%	23%	33% _{Tcol}	21% _{col}	10%	27% _{col}	20%	27% _{col}	17%	25% _{col}	15%	21%	14%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 38
 QA15a Contacting your new provider
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	51	-	38	14	-	-	39	29	23	35	15	-	-
	5%	-	6%	4%	-	-	6%	4%	13% T	4%	14% T	-	-
Minor difficulty	183	-	139	45	-	-	138	107	65	135	42	-	-
	18% T	-	21%	14%	-	-	22%	14%	36% T	16%	37% T	-	-
Not a difficulty at all	745	-	477	268	-	-	449	633	92	681	55	-	-
	76% T	-	73%	82% T	-	-	72%	82% T	51%	80% T	49%	-	-
NET Any difficulty	235	-	176	58	-	-	176	136	88	170	57	-	-
	24% T	-	27%	18%	-	-	28%	18%	49% T	20%	51% T	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 39
 QA15a Keeping your phone number
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	96	38	58	48	33	15	45	50	62	34	86	5	3	2
	10%	8%	12%	12%	8%	8%	8%	12%	9%	11%	10%	7%	9%	7%
Minor difficulty	236	115	121	138	72	26	153	83	179	57	214	13	5	4
	24%	24%	35%Tde	18%	13%	27%	20%	27%	18%	25%	19%	14%	20%	
Not a difficulty at all	648	330	318	210	287	152	358	291	421	227	553	50	30	15
	66%	68%	64%	53%	73%Tc	79%Tc	64%	68%	64%	71%	65%	74%	78%	73%
NET Any difficulty	332	153	179	186	105	40	198	134	241	91	300	17	9	6
	34%de	32%	36%	47%Tde	27%	21%	36%	32%	39%	29%	35%	26%	22%	27%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 39
 QA15a Keeping your phone number
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	96	-	49	46	-	-	61	50	42	67	26	-	-
	10%	10%	8%	14%	-	-	10%	7%	24%	8%	23%	-	-
Minor difficulty	236	-	171	64	-	-	167	150	79	193	38	-	-
	24%	24%	26%	20%	-	-	27%	20%	44%	23%	34%	-	-
Not a difficulty at all	648	-	432	216	-	-	397	568	58	591	47	-	-
	66%	66%	66%	66%	-	-	64%	74%	32%	69%	42%	-	-
NET Any difficulty	332	-	221	111	-	-	228	201	121	260	65	-	-
	34%	34%	34%	34%	-	-	36%	26%	68%	31%	58%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 40
QA15a Setting up a new online account
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	29	13	17	17	9	3	19	11	22	7	25	-	3	2
	3%	3%	3%	4%	2%	2%	3%	3%	3%	2%	3%	-	7%	8%
Minor difficulty	144	76	68	77	57	11	86	58	113	31	136	4	4	1
	13% ^{col}	16%	14%	19% ^{Tde}	13% ^{col}	5%	15%	14%	17% ^{col}	10%	13% ^{col}	6%	10%	4%
Not a difficulty at all	411	213	198	137	171	103	231	180	270	141	347	37	16	12
	42% ^{col}	44%	40%	35% ^{col}	44% ^{col}	54% ^{Tde}	42%	42%	41%	44%	41%	54% ^T	41%	56%
Not stated	395	181	214	165	155	75	220	175	257	138	346	27	16	6
	40%	38%	43%	42%	39%	39%	40%	41%	39%	44%	41%	40%	42%	31%
NET Any difficulty	174	89	85	94	67	13	105	69	135	39	161	4	7	3
	16% ^{col}	18%	17%	24% ^{Tde}	17% ^{col}	7%	19%	16%	20% ^{col}	12%	19% ^{col}	6%	17% ^{col}	13%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/h/g - T/i/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 40
QA15a Setting up a new online account
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	29	-	22	7	-	-	24	18	11	25	5	-	-
	3%	3%	3%	2%	-	-	4%	2%	6%	3%	4%	-	-
Minor difficulty	144	-	101	44	-	-	112	96	46	108	33	-	-
	15%	-	15%	13%	-	-	18%	12%	26%	13%	30%	-	-
Not a difficulty at all	411	-	257	154	-	-	274	347	55	377	31	-	-
	42%	-	39%	47%	-	-	44%	45%	31%	44%	28%	-	-
Not stated	395	-	273	122	-	-	216	308	68	341	43	-	-
	40%	-	42%	37%	-	-	35%	40%	38%	40%	39%	-	-
NET Any difficulty	174	-	123	51	-	-	136	114	57	132	38	-	-
	18%	-	19%	16%	-	-	22%	15%	32%	16%	31%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 41
 QA15a Setting up a new online account
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and need to set up a new account online

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	793	388	405	282	321	190	514	279	547	246	673	62	45	13
Base	585	302	283	230	237	117	335	249	405	179	507	41*	22*	14**
Effective Base	616	297	322	223	255	141	403	225	424	192	524	51	40	11
Major difficulty	29	13	17	17	9	3	19	11	22	7	25	-	3	2
	5%	4%	6%	7%	4%	3%	6%	4%	5%	4%	5%	-	12%	12%
Minor difficulty	144	76	68	77	57	11	86	58	113	31	136	4	4	1
	25% ^{hik}	25%	24%	33% ^{Tde}	24% nd	9%	26%	23%	23%	18%	27% ^{kl}	10%	18%	6%
Not a difficulty at all	411	213	198	137	171	103	231	180	270	141	347	37	16	12
	70% ^{hik}	71%	70%	59%	72% ^{ng}	88% ^{lci}	69%	72%	67%	79% ^{li}	68%	90% ^{lji}	71%	82%
NET Any difficulty	174	89	85	94	67	13	105	69	135	39	161	4	7	3
	30% ^{hik}	29%	30%	41% ^{Tde}	28% nd	12%	31%	28%	33% ^h	21%	32% ^{kl}	10%	29% ^{kl}	18%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 41
 QA15a Setting up a new online account
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and need to set up a new account online

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	793	-	414	379	-	-	556	630	148	703	82	-	-
Base	585	**	380	205	**	**	410	461	112	509	69*	**	**
Effective Base	616	-	344	308	-	-	432	494	111	550	62	-	-
Major difficulty	29	-	22	7	-	-	24	18	11	25	5	-	-
	5%	-	6%	3%	-	-	6%	4%	10%	5%	7%	-	-
Minor difficulty	144	-	101	44	-	-	112	96	46	108	33	-	-
	25%	-	27%	21%	-	-	27%	21%	41%	21%	46%	-	-
Not a difficulty at all	411	-	257	154	-	-	274	347	55	377	31	-	-
	70%	-	68%	75%	-	-	67%	75%	49%	74%	45%	-	-
NET Any difficulty	174	-	123	51	-	-	136	114	57	132	38	-	-
	30%	-	32%	25%	-	-	33%	25%	51%	26%	55%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 42
QA15a Your previous provider trying to persuade you to stay
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	71	39	32	36	24	11	43	28	48	23	59	5	4	3
	7%	8%	6%	9%	6%	6%	8%	7%	7%	7%	7%	8%	11%	14%
Minor difficulty	205	102	103	104	74	27	109	97	149	57	183	11	7	4
	21%	21%	23%Tde	19%	14%	20%	23%	22%	18%	21%	16%	19%	19%	
Not a difficulty at all	226	119	107	86	99	41	136	90	172	54	194	20	7	6
	23%	25%	22%	22%	25%	21%	24%	21%	20%	17%	23%	29%	18%	27%
Not stated	477	223	255	171	194	113	268	209	293	184	417	32	20	8
	49%	46%	51%	43%	50%	59%Tde	48%	49%	44%	56%Tde	49%	47%	52%	40%
NET Any difficulty	276	141	135	139	98	39	151	125	197	80	242	16	11	7
	30%	29%	27%	39%Tde	25%	20%	27%	29%	30%	25%	28%	24%	30%	33%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 42
QA15a Your previous provider trying to persuade you to stay
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	71	-	46	25	-	-	55	32	35	56	13	-	-
	7%	-	7%	8%	-	-	9%	4%	20%	7%	11%	-	-
Minor difficulty	205	-	141	64	-	-	155	147	57	174	30	-	-
	21%	-	22%	20%	-	-	25%	19%	31%	20%	27%	-	-
Not a difficulty at all	226	-	177	49	-	-	146	208	16	206	17	-	-
	23%	-	27%	15%	-	-	23%	27%	9%	24%	15%	-	-
Not stated	477	-	289	188	-	-	270	382	71	414	52	-	-
	49%	-	44%	58%	-	-	43%	50%	40%	49%	47%	-	-
NET Any difficulty	276	-	187	89	-	-	209	179	92	230	43	-	-
	28%	-	29%	27%	-	-	43%	23%	31%	27%	48%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 43

QA15a Your previous provider trying to persuade you to stay
And which, if any, of these did you experience difficulty with ...?

Base: All switchers and and experienced provider persuading you to stay

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	635	318	317	263	255	117	410	225	470	165	538	49	36	12
Base	503	261	242	225	198	79*	287	215	369	134	436	36*	18*	12**
Effective Base	507	251	256	215	207	86	330	187	373	134	431	41	31	10
Major difficulty	71	39	32	36	24	11	43	28	48	23	59	5	4	3
	14%	15%	13%	16%	12%	14%	15%	13%	13%	17%	13%	15%	23%	23%
Minor difficulty	205	102	103	104	74	27	109	97	149	57	183	11	7	4
	41%	39%	43%	46%	38%	34%	38%	45%	40%	42%	42%	30%	40%	32%
Not a difficulty at all	226	119	107	86	99	41	136	90	172	54	194	20	7	6
	45%	46%	44%	38%	50%g	51%g	47%	42%	47%	40%	45%	55%	37%	45%
NET Any difficulty	276	141	135	139	98	39	151	125	197	80	242	16	11	7
	55%	54%	56%	62%gd	50%	49%	53%	58%	53%	60%	55%	45%	63%	55%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 43
 QA15a Your previous provider trying to persuade you to stay
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and and experienced provider persuading you to stay

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	635	-	390	245	-	-	448	491	137	563	65	-	-
Base	503	**	364	139	-**	-**	355	387	108	436	60*	-**	-**
Effective Base	507	-	327	205	-	-	355	396	106	450	53	-	-
Major difficulty	71	-	46	25	-	-	55	32	35	56	13	-	-
	14% ^{ab}	-	13%	10%	-	-	15%	8%	33% ^{cd}	13%	21%	-	-
Minor difficulty	205	-	141	64	-	-	155	147	57	174	30	-	-
	41%	-	39%	46%	-	-	44%	38%	52% ^{cd}	40%	50%	-	-
Not a difficulty at all	226	-	177	49	-	-	146	208	16	206	17	-	-
	45% ^{cd}	-	49%	36%	-	-	41%	54% ^{de}	15%	47% ^{de}	29%	-	-
NET Any difficulty	276	-	187	89	-	-	209	179	92	230	43	-	-
	55% ^{de}	-	51%	64% ^{de}	-	-	59%	46%	85% ^{de}	53%	71% ^{de}	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 44
QA15a Cancelling your previous service
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	98	54	44	59	26	13	56	42	69	29	86	5	4	3
	10%	11%	9%	19%Tde	7%	7%	10%	10%	10%	9%	10%	8%	9%	14%
Minor difficulty	267	125	141	132	103	32	156	111	195	71	234	16	9	7
	7%	26%	28%	33%Tde	26%	17%	28%	26%	23%	22%	27%	24%	24%	33%
Not a difficulty at all	615	304	311	204	263	147	344	271	398	217	533	46	25	11
	63%	63%	63%	52%	67%Tde	77%Tde	62%	64%	60%	68%	62%	68%	66%	54%
NET Any difficulty	365	179	186	191	129	45	212	153	264	101	320	22	13	10
	37%	37%	37%	48%Tde	33%	23%	38%	36%	40%	32%	38%	32%	34%	46%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 44
 QA15a Cancelling your previous service
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	98	-	57	41	-	-	81	39	56	74	22	-	-
	10%	-	9%	13%	-	-	13%	5%	31% T	9%	20% T	-	-
Minor difficulty	267	-	189	78	-	-	179	184	75	214	48	-	-
	27%	-	29%	24%	-	-	29%	24%	42% T	25%	43% T	-	-
Not a difficulty at all	615	-	408	207	-	-	366	545	48	562	42	-	-
	63% T	-	62%	64%	-	-	58%	71% T	27%	66% T	38%	-	-
NET Any difficulty	365	-	246	119	-	-	260	223	131	288	70	-	-
	37% T	-	38%	36%	-	-	42%	29%	73% T	34%	62% T	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 45
 QA15a Getting the information you needed from your previous provider
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	84	43	41	41	28	15	50	34	63	21	71	9	3	1
	9%	9%	8%	10%	7%	8%	9%	8%	10%	7%	8%	14%	7%	6%
Minor difficulty	267	132	135	136	93	38	162	105	192	75	242	9	9	7
	27% ^{col}	27%	27%	34% ^{Tcol}	24%	20%	29%	25%	29%	24%	28% ^{col}	14%	24%	32%
Not a difficulty at all	629	307	321	219	271	139	344	285	407	221	540	49	27	13
	64% ^{col}	64%	65%	55% ^{col}	69% ^{col}	72% ^{col}	62%	67%	62%	70% ^{col}	63%	73%	70%	62%
NET Any difficulty	351	176	175	177	121	53	211	140	255	96	313	19	12	8
	36% ^{col}	36%	35%	45% ^{Tcol}	31%	28%	38%	33%	39% ^{col}	30%	37%	27%	30%	38%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 45
 QA15a Getting the information you needed from your previous provider
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	84	-	56	28	-	-	63	37	46	66	18	-	-
	9%	-	9%	8%	-	-	10%	5%	26% T	8%	16% T	-	-
Minor difficulty	267	-	185	82	-	-	196	178	82	217	45	-	-
	27% T	-	28%	25%	-	-	31%	23%	46% T	26%	40% T	-	-
Not a difficulty at all	629	-	412	216	-	-	367	553	51	568	49	-	-
	64% T	-	63%	66%	-	-	59%	72% T	28%	67% T	44%	-	-
NET Any difficulty	351	-	241	110	-	-	258	215	129	283	63	-	-
	36% T	-	37%	34%	-	-	41% T	28%	72% T	33%	56% T	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 46
 QA15a Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud or vice versa)
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	33	19	14	22	10	1	24	10	26	7	31	*	1	-
	3%	4%	3%	6% ^d	3%	1%	4%	2%	4%	2%	4%	1%	3%	-
Minor difficulty	103	47	56	61	38	4	68	35	82	22	93	5	3	2
	11%	10%	11%	15% ^d	10% ^e	2%	12% ^d	8%	12% ^e	7%	11%	7%	8%	11%
Not a difficulty at all	142	66	75	75	52	15	78	63	107	34	128	10	4	-
	14%	14%	15%	19% ^d	13% ^e	8%	14%	15%	16% ^e	11%	15%	15%	9%	-
Not stated	702	350	352	238	292	172	386	316	448	254	601	52	30	18
	72% ^d	72%	71%	60% ^d	74% ^c	90% ^d	69%	74%	68% ^e	80% ^h	70%	77%	79%	89%
NET Any difficulty	136	67	70	83	48	5	92	45	107	29	125	5	4	2
	14%	14%	14%	21% ^d	12% ^e	3%	18% ^d	11%	18% ^e	9%	15%	7%	11%	11%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 46
 QA15a Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud or vice versa)
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	33	-	27	6	-	-	29	18	14	23	9	-	-
	3%	3%	4%	2%	-	-	5%	2%	8%	3%	6%	-	-
Minor difficulty	103	-	76	27	-	-	88	64	37	79	21	-	-
	11%	-	12%	8%	-	-	14%	8%	21%	9%	19%	-	-
Not a difficulty at all	142	-	110	31	-	-	110	125	14	121	18	-	-
	14%	-	17%	10%	-	-	18%	16%	8%	14%	16%	-	-
Not stated	702	-	440	262	-	-	398	562	115	627	64	-	-
	72%	-	67%	80%	-	-	64%	73%	64%	74%	57%	-	-
NET Any difficulty	136	-	103	33	-	-	118	81	51	103	30	-	-
	14%	-	16%	10%	-	-	14%	11%	39%	12%	27%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 47
 QA15a Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud or vice versa)
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and moved content from one storage to another

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	330	151	179	179	122	29	228	102	261	69	287	25	16	2
Base	278	133	145	158	100	20**	170	108*	215	63*	252	15**	8**	2**
Effective Base	272	125	148	147	103	24	188	90	216	57	240	21	15	2
Major difficulty	33	19	14	22	10	1	24	10	26	7	31	*	1	-
	12%	15%	10%	14%	10%	7%	14%	9%	12%	12%	12%	3%	16%	-
Minor difficulty	103	47	56	61	38	4	68	35	82	22	93	5	3	2
	37%	35%	39%	39%	38%	19%	40%	33%	38%	34%	37%	30%	40%	100%
Not a difficulty at all	142	66	75	75	52	15	78	63	107	34	128	10	4	-
	51%	50%	52%	47%	52%	74%	46%	59%	50%	54%	51%	68%	45%	-
NET Any difficulty	136	67	70	83	48	5	92	45	107	29	125	5	4	2
	49%	50%	48%	53%	48%	26%	54%	41%	50%	46%	49%	32%	55%	100%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 47
 QA15a Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud or vice versa)
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and moved content from one storage to another

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	330	330	-	219	111	-	-	269	248	76	275	49	-	-
Base	278	278	**	214	64*	**	**	227	207	65*	224	48*	**	**
Effective Base	272	272	-	191	93	-	-	221	208	59	228	40	-	-
Major difficulty	33	33	-	27	6	-	-	29	18	14	23	9	-	-
	12%	12%	-	13%	9%	-	-	13%	9%	21%	10%	19%	-	-
Minor difficulty	103	103	-	76	27	-	-	88	64	37	79	21	-	-
	37%	37%	-	35%	43%	-	-	39%	31%	58%	35%	44%	-	-
Not a difficulty at all	142	142	-	110	31	-	-	110	125	14	121	18	-	-
	51%	51%	-	52%	48%	-	-	48%	61%	21%	54%	38%	-	-
NET Any difficulty	136	136	-	103	33	-	-	118	81	51	103	30	-	-
	49%	49%	-	48%	52%	-	-	52%	39%	79%	46%	62%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 48
 QA15a Paying the upfront cost of the new handset
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	30	15	15	19	9	2	17	12	22	8	26	1	2	-
	3%	3%	3%	5%	2%	1%	3%	3%	3%	2%	3%	2%	5%	-
Minor difficulty	97	42	55	62	31	4	62	35	75	22	88	4	4	1
	13%	9%	11%	16% ^{Tde}	8% ^{de}	2%	11%	8%	11%	7%	10%	7%	10%	3%
Not a difficulty at all	199	104	95	89	76	34	129	71	141	58	174	12	5	9
	20%	21%	19%	22%	19%	18%	23% ^g	17%	21%	18%	20%	18%	13%	43%
Not stated	654	322	332	226	276	152	347	306	424	229	565	50	28	11
	67% ^{cd}	67%	67%	57% ^{cd}	70% ^{cd}	79% ^{Tcd}	63% ^{cd}	72% ^{cd}	64% ^{cd}	72% ^{cd}	66%	74%	72%	54%
NET Any difficulty	127	58	69	81	41	5	80	47	97	30	115	6	6	1
	13% ^{de}	12%	14%	20% ^{Tde}	10% ^{de}	3%	14%	11%	15% ^{de}	9%	13%	8%	15%	3%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 48
 QA15a Paying the upfront cost of the new handset
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	30	-	23	6	-	-	24	17	12	21	9	-	-
	3%	3%	4%	2%	-	-	4%	2%	7%	2%	6%	-	-
Minor difficulty	97	-	74	23	-	-	73	72	22	79	16	-	-
	10%	10%	11%	7%	-	-	12%	9%	12%	9%	14%	-	-
Not a difficulty at all	199	-	141	59	-	-	133	160	34	170	24	-	-
	20%	20%	22%	18%	-	-	21%	21%	19%	20%	21%	-	-
Not stated	654	-	415	239	-	-	395	520	111	580	64	-	-
	67%	67%	64%	74%	-	-	63%	68%	62%	68%	57%	-	-
NET Any difficulty	127	-	98	29	-	-	97	89	35	100	25	-	-
	13%	13%	15%	9%	-	-	15%	12%	19%	12%	23%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 49
 QA15a Paying the upfront cost of the new handset
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and to pay upfront charges

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	403	193	210	192	153	58	289	114	299	104	346	29	19	9
Base	326	161	165	170	116	40*	208	118*	238	88*	288	18**	11**	10**
Effective Base	317	149	168	151	127	41	234	92	239	78	273	25	17	8
Major difficulty	30	15	15	19	9	2	17	12	22	8	26	1	2	-
	9%	9%	9%	11%	8%	4%	8%	10%	9%	9%	9%	7%	20%	-
Minor difficulty	97	42	55	62	31	4	62	35	75	22	88	4	4	1
	30%	26%	33%	30%	27%	9%	30%	30%	32%	25%	31%	25%	36%	7%
Not a difficulty at all	199	104	95	89	76	34	129	71	141	58	174	12	5	9
	61%	64%	58%	52%	60%	67%	62%	60%	59%	66%	60%	68%	45%	93%
NET Any difficulty	127	58	69	81	41	5	80	47	97	30	115	6	6	1
	39%	36%	42%	46%	33%	13%	38%	40%	41%	34%	40%	32%	55%	7%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 49
 QA15a Paying the upfront cost of the new handset
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers and to pay upfront charges

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	403	-	243	160	-	-	279	314	79	346	49	-	-
Base	326	**	238	88	**	**	230	249	69*	270	48*	**	**
Effective Base	317	-	204	133	-	-	215	251	59	277	36	-	-
Major difficulty	30	-	23	6	-	-	24	17	12	21	9	-	-
	9%	-	10%	7%	-	-	10%	7%	18%	8%	18%	-	-
Minor difficulty	97	-	74	23	-	-	73	72	22	79	16	-	-
	30%	-	31%	26%	-	-	32%	29%	32%	29%	33%	-	-
Not a difficulty at all	199	-	141	59	-	-	133	160	34	170	24	-	-
	61%	-	59%	67%	-	-	58%	64%	49%	63%	49%	-	-
NET Any difficulty	127	-	98	29	-	-	97	89	35	100	25	-	-
	39%	-	41%	33%	-	-	42%	36%	51%	37%	51%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 50
 QA15a Getting the switch to happen on the date you wanted
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	73	37	37	45	23	6	42	31	57	17	66	3	3	1
	8% ^{nc}	8%	7%	11% ^{Tde}	6%	3%	8%	7%	9%	5%	8%	4%	9%	7%
Minor difficulty	204	100	105	110	70	24	127	78	150	55	181	13	8	3
	21% ^{nc}	21%	21%	28% ^{Tde}	18%	13%	23%	18%	23%	17%	21%	19%	21%	13%
Not a difficulty at all	702	347	355	241	300	161	387	315	456	246	607	52	27	16
	72% ^{nc}	72%	72%	61% ^{nc}	76% ^{nc}	84% ^{Tde}	70%	74%	69%	77% ^{Tde}	71%	77%	71%	80%
NET Any difficulty	278	136	142	155	92	31	169	109	206	72	247	16	11	4
	28% ^{nc}	28%	28%	39% ^{Tde}	24% ^{nc}	16%	30%	26%	31% ^{nc}	23%	29%	23%	29%	20%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 50
 QA15a Getting the switch to happen on the date you wanted
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	73	-	52	22	-	-	57	35	37	57	15	-	-
	7%	-	8%	7%	-	-	9%	5%	21% T	7%	14% T	-	-
Minor difficulty	204	-	148	56	-	-	146	125	71	152	46	-	-
	21% T	-	23%	17%	-	-	23%	16%	40% T	18%	41% T	-	-
Not a difficulty at all	702	-	453	249	-	-	423	609	71	642	50	-	-
	72% T	-	69%	76%	-	-	68%	79% T	40%	79% T	45%	-	-
NET Any difficulty	278	-	200	78	-	-	202	160	108	209	62	-	-
	28% T	-	31%	24%	-	-	32%	21%	60% T	25%	55% T	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 51
 QA15a Unlocking your current/your previous handset
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Major difficulty	74	49	26	32	30	13	42	32	49	25	64	7	2	2
	8%	10% ^b	5%	8%	8%	7%	8%	8%	7%	8%	7%	10%	5%	9%
Minor difficulty	207	101	106	114	71	22	128	79	153	54	187	10	5	4
	21% ^d	21%	21%	30% ^{Tde}	18% ^{de}	11%	23%	19%	45% ^d	17%	22%	15%	14%	21%
Not a difficulty at all	698	333	365	250	291	157	386	313	460	238	603	50	31	15
	71% ^{de}	69%	73%	63% ^d	74% ^{de}	62% ^{Tde}	69%	74%	69%	75%	71%	74%	81%	71%
NET Any difficulty	282	150	132	146	101	35	170	112	202	79	251	17	7	6
	29% ^{de}	31%	27%	37% ^{Tde}	26% ^{de}	18%	31%	26%	31%	25%	29%	26%	19%	29%

BDRG Continental/22052/V14

Prepared by BDRG Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 51
 QA15a Unlocking your current/your previous handset
 And which, if any, of these did you experience difficulty with ...?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Major difficulty	74	-	43	31	-	-	54	42	32	54	20	-	-
	8%	-	7%	10%	-	-	9%	5%	18%	6%	17%	-	-
Minor difficulty	207	-	154	53	-	-	151	128	69	163	39	-	-
	21% ^{sd}	-	24%	16%	-	-	24%	7%	38%	19%	35%	-	-
Not a difficulty at all	698	-	456	242	-	-	421	598	79	634	53	-	-
	71% ^{sd}	-	70%	74%	-	-	67%	78% ^T	44%	74% ^{sd}	47%	-	-
NET Any difficulty	282	-	197	84	-	-	205	170	100	217	59	-	-
	29% ^{sd}	-	30%	26%	-	-	33%	22%	56% ^{sd}	26%	53% ^T	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table S2
QA15b And which of these was the main thing that caused you difficulty when you switched...?
Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Keeping your phone number	51	19	32	27	17	7	21	30	36	15	46	4	1	-
	5%	4%	6%	7%	4%	4%	4%	7%	5%	5%	5%	6%	3%	-
Your previous provider trying to persuade you to stay	32	18	15	13	13	6	18	14	20	12	27	*	3	1
	3%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%	1%	8%TJL	5%
Getting the switch to happen on the date you wanted	25	16	10	16	7	2	17	8	19	6	21	1	3	-
	3%	3%	2%	4%Td	2%	1%	3%	2%	3%	2%	3%	2%	7%	-
Cancelling your previous service	25	9	16	15	10	*	11	14	20	5	24	-	-	1
	3%Td	2%	3%	4%Td	2%	*	2%	3%	3%	1%	3%	-	-	7%
Contacting your old provider	25	13	11	13	8	4	12	13	18	6	22	1	1	-
	3%	3%	2%	3%	2%	2%	2%	3%	3%	2%	3%	2%	3%	-
Unlocking your current/your previous handset	24	19	5	7	10	7	14	10	16	8	20	3	1	-
	2%	4%T	1%	2%	2%	4%	2%	2%	2%	3%	2%	5%	1%	-
Getting the information you needed from your previous provider	22	11	11	11	8	3	16	6	17	5	15	4	2	1
	2%	2%	2%	3%	2%	2%	3%	1%	3%	2%	2%	4%T	4%	6%
Finding time to research the market	22	9	13	12	8	2	14	8	15	7	21	*	*	-
	2%	2%	3%	3%	2%	1%	3%	2%	2%	2%	2%	1%	1%	-
Paying the charge to exit your contract early	18	9	10	16	3	-	13	5	15	3	17	1	*	-
	2%Td	2%	2%	4%Td	1%	-	2%	1%	2%	1%	2%	1%	1%	-
Comparing what different providers are offering	18	10	8	9	6	2	13	5	12	6	17	1	-	-
	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	-	-
Contacting your new provider	18	10	8	10	7	1	11	6	13	4	16	-	-	1
	2%	2%	2%	2%	2%	*	2%	1%	2%	1%	2%	-	-	5%
Understanding the relevant steps required to switch provider	16	8	8	11	4	1	10	6	9	7	15	1	1	-
	2%	2%	2%	3%	1%	1%	2%	1%	1%	2%	2%	1%	2%	-
Paying the upfront cost of the new handset	9	5	4	4	4	1	6	3	6	4	8	1	*	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
Setting up a new online account	9	4	6	6	3	-	7	2	6	3	6	-	1	2
	1%	1%	1%	2%	1%	-	1%	*	1%	1%	1%	-	3%	8%
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	8	4	4	4	4	-	6	2	6	1	8	-	-	-
	1%	1%	1%	1%	1%	-	1%	*	1%	*	1%	-	-	-
Other	53	23	30	23	20	10	28	25	36	17	44	3	1	4
	5%	5%	6%	6%	5%	5%	5%	6%	5%	5%	5%	5%	4%	20%
No major difficulty	606	299	307	200	259	147	338	268	398	207	526	47	23	10
	62%Td	62%	62%	51%	66%Td	76%Tcd	61%	63%	60%	65%	62%	69%	61%	48%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table S2
QA15b And which of these was the main thing that caused you difficulty when you switched...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Net: Process 1	148	67	80	81	50	17	77	71	110	37	128	10	7	3
	15%	14%	16%	21%Tde	13%	9%	14%	17%	17%	12%	15%	15%	17%	13%
Net: Process 2	90	54	35	41	34	14	53	36	58	31	79	5	4	2
	9%	11%	7%	10%	9%	7%	10%	9%	9%	10%	9%	7%	11%	10%
Net: Process 1 or 2	237	122	116	122	84	31	130	107	168	69	207	15	11	5
	24%	25%	23%	31%Tde	21%	16%	23%	25%	25%	22%	24%	22%	29%	23%
Net: Other than Process 1	227	117	110	115	83	29	141	86	154	73	199	11	8	8
	23%	24%	22%	29%Tde	21%	15%	25%	20%	23%	23%	23%	16%	22%	39%
Net: Other than Process 2	284	130	155	155	98	31	164	120	206	79	249	16	11	9
	29%	27%	31%	39%Tde	25%	16%	30%	28%	31%	25%	29%	24%	28%	41%
Net: Other than Process 1 or 2	137	63	74	74	49	15	88	49	95	42	121	6	4	6
	14%	13%	15%	19%Tde	12%	8%	16%	12%	14%	13%	14%	9%	11%	29%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table S2
QA15b And which of these was the main thing that caused you difficulty when you switched...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	-	**	625	769	180	851	112*	-	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Keeping your phone number	51	-	23	28	-	-	32	34	16	37	13	-	-
	5%	5%	3%	9%	-	-	5%	4%	9%	4%	11%	-	-
Your previous provider trying to persuade you to stay	32	-	22	10	-	-	25	19	11	27	5	-	-
	3%	3%	3%	3%	-	-	4%	3%	6%	3%	4%	-	-
Getting the switch to happen on the date you wanted	25	-	17	8	-	-	18	16	8	20	4	-	-
	3%	3%	3%	2%	-	-	3%	2%	5%	2%	4%	-	-
Cancelling your previous service	25	-	16	9	-	-	19	13	12	20	4	-	-
	3%	3%	2%	3%	-	-	3%	2%	7%	2%	4%	-	-
Contacting your old provider	25	-	15	10	-	-	17	13	11	16	8	-	-
	3%	3%	2%	3%	-	-	3%	2%	6%	2%	8%	-	-
Unlocking your current/your previous handset	24	-	12	12	-	-	19	14	9	19	5	-	-
	2%	2%	2%	4%	-	-	3%	2%	9%	2%	4%	-	-
Getting the information you needed from your previous provider	22	-	16	6	-	-	16	11	10	17	5	-	-
	2%	2%	2%	2%	-	-	3%	1%	6%	2%	5%	-	-
Finding time to research the market	22	-	13	8	-	-	15	17	4	17	4	-	-
	2%	2%	2%	2%	-	-	2%	2%	2%	2%	3%	-	-
Paying the charge to exit your contract early	18	-	13	5	-	-	13	13	5	14	4	-	-
	2%	2%	2%	2%	-	-	2%	2%	3%	2%	4%	-	-
Comparing what different providers are offering	18	-	12	6	-	-	13	14	3	16	2	-	-
	2%	2%	2%	2%	-	-	2%	2%	2%	2%	2%	-	-
Contacting your new provider	18	-	13	4	-	-	12	13	5	12	6	-	-
	2%	2%	2%	1%	-	-	2%	2%	3%	1%	9%	-	-
Understanding the relevant steps required to switch provider	16	-	12	4	-	-	12	8	6	14	1	-	-
	2%	2%	2%	1%	-	-	2%	1%	3%	2%	1%	-	-
Paying the upfront cost of the new handset	9	-	7	2	-	-	6	6	4	6	3	-	-
	1%	1%	1%	1%	-	-	1%	1%	2%	1%	3%	-	-
Setting up a new online account	9	-	6	3	-	-	8	6	3	9	-	-	-
	1%	1%	1%	1%	-	-	1%	1%	2%	1%	-	-	-
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	8	-	5	2	-	-	6	5	1	6	1	-	-
	1%	1%	1%	1%	-	-	1%	1%	1%	1%	*	-	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table S2
QA15b And which of these was the main thing that caused you difficulty when you switched...?
Base: All switchers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Other	53	53	-	39	14	-	-	38	27	25	40	13	-	-
	5%	5%	-	6%	4%	-	-	6%	4%	14% ^T	5%	11% ^T	-	-
No major difficulty	606	606	-	413	193	-	-	356	540	46	560	36	-	-
	62% ^{gH}	62%	-	63%	59%	-	-	57%	70% ^T	25%	66% ^{HM}	32%	-	-
Net: Process 1	148	148	-	86	62	-	-	103	86	58	110	35	-	-
	15% ^h	15%	-	13%	19%	-	-	16%	11%	32% ^T	13%	31% ^T	-	-
Net: Process 2	90	90	-	58	31	-	-	68	54	31	72	16	-	-
	9%	9%	-	9%	10%	-	-	11%	7%	17% ^T	8%	14%	-	-
Net: Process 1 or 2	237	237	-	144	93	-	-	171	141	89	182	50	-	-
	24% ^h	24%	-	22%	28%	-	-	27%	18%	49% ^T	21%	45% ^T	-	-
Net: Other than Process 1	227	227	-	154	73	-	-	167	142	76	181	41	-	-
	23% ^h	23%	-	24%	22%	-	-	27%	18%	42% ^T	21%	37% ^T	-	-
Net: Other than Process 2	284	284	-	182	103	-	-	202	174	103	218	61	-	-
	29% ^h	29%	-	28%	31%	-	-	32%	23%	57% ^T	26%	54% ^T	-	-
Net: Other than Process 1 or 2	137	137	-	96	41	-	-	99	88	45	109	26	-	-
	14%	14%	-	15%	13%	-	-	16%	11%	25% ^T	13%	23% ^T	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 53

QA15b PROCESS SUMMARY And which of these was the main thing that caused you difficulty when you switched...?

Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Process 1	148	67	80	81	50	17	77	71	110	37	128	10	7	3
	15% ^{ae}	14%	16%	21% ^{Tde}	13%	9%	14%	17%	17%	12%	15%	15%	17%	13%
Keeping your phone number	51	19	32	27	17	7	21	30	36	15	46	4	1	-
	5%	4%	6%	7%	4%	4%	4%	7%	5%	5%	5%	6%	3%	-
Getting the switch to happen on the date you wanted	25	16	10	16	7	2	17	8	19	6	21	1	3	-
	3%	3%	2%	4% ^{de}	2%	1%	3%	2%	3%	2%	3%	2%	7%	-
Cancelling your previous service	25	9	16	15	10	*	11	14	20	5	24	-	-	1
	3% ^{ae}	2%	3%	4% ^{ae}	2% ^{ae}	*	2%	3%	3%	1%	3%	-	-	7%
Contacting your old provider	25	13	11	13	8	4	12	13	18	6	22	1	1	-
	3%	3%	2%	3%	2%	2%	2%	3%	3%	2%	3%	2%	3%	-
Getting the information you needed from your previous provider	22	11	11	11	8	3	16	6	17	5	15	4	2	1
	2%	2%	2%	3%	2%	2%	3%	1%	3%	2%	2%	6% ^T	4%	6%
Process 2	90	54	35	41	34	14	53	36	58	31	79	5	4	2
	9%	11% ^{ae}	7%	10%	9%	7%	10%	9%	9%	10%	9%	7%	11%	10%
Your previous provider trying to persuade you to stay	32	18	15	13	13	6	18	14	20	12	27	*	3	1
	3%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%	1%	6% ^T	5%
Unlocking your current/your previous handset	24	19	5	7	10	7	14	10	16	8	20	3	1	-
	2%	4% ^{ae}	1%	2%	2%	4%	2%	2%	2%	3%	2%	5%	1%	-
Contacting your new provider	18	10	8	10	7	1	11	6	13	4	16	-	-	1
	2%	2%	2%	2%	2%	*	2%	1%	2%	1%	2%	-	-	5%
Understanding the relevant steps required to switch provider	16	8	8	11	4	1	10	6	9	7	15	1	1	-
	2%	2%	2%	3%	1%	1%	2%	1%	1%	2%	2%	1%	2%	-
Other than Process 1 or 2	137	63	74	74	49	15	88	49	95	42	121	6	4	6
	14% ^{ae}	13%	15%	19% ^{Tde}	12%	8%	16%	12%	14%	13%	14%	9%	11%	29%
Finding time to research the market	22	9	13	12	8	2	14	8	15	7	21	*	*	-
	2%	2%	3%	3%	2%	1%	3%	2%	2%	2%	2%	1%	1%	-
Paying the charge to exit your contract early	18	9	10	16	3	-	13	5	15	3	17	1	*	-
	2% ^{ae}	2%	2%	4% ^{Tde}	1%	-	2%	1%	2%	1%	2%	1%	1%	-
Comparing what different providers are offering	18	10	8	9	6	2	13	5	12	6	17	1	-	-
	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	-	-
Paying the upfront cost of the new handset	9	5	4	4	4	1	6	3	6	4	8	1	*	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
Setting up a new online account	9	4	6	6	3	-	7	2	6	3	6	-	1	2
	1%	1%	1%	2%	1%	-	1%	*	1%	1%	1%	-	3% ^{ae}	8%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 53
QA15b PROCESS SUMMARY And which of these was the main thing that caused you difficulty when you switched...?
 Base: All switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base 980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	8	4	4	4	-	6	2	6	1	8	-	-	-
1%	1%	1%	1%	1%	-	1%	*	1%	*	1%	-	-	-
Other	53	23	30	23	10	28	25	36	17	44	3	1	4
5%	5%	6%	6%	5%	5%	5%	6%	5%	5%	5%	5%	4%	20%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 53
QA15b PROCESS SUMMARY And which of these was the main thing that caused you difficulty when you switched...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	-	**	625	769	180	851	112*	-	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Process 1	148	-	86	62	-	-	103	86	58	110	35	-	-
	15%	-	13%	19%	-	-	16%	11%	32% T	13%	31% T	-	-
Keeping your phone number	51	-	23	28	-	-	32	34	16	37	13	-	-
	5%	-	3%	9%	-	-	5%	4%	31% T	4%	17% T	-	-
Getting the switch to happen on the date you wanted	25	-	17	8	-	-	18	16	8	20	4	-	-
	3%	-	3%	2%	-	-	3%	2%	5%	2%	4%	-	-
Cancelling your previous service	25	-	16	9	-	-	19	13	12	20	4	-	-
	3%	-	2%	3%	-	-	3%	2%	7% T	2%	4%	-	-
Contacting your old provider	25	-	15	10	-	-	17	13	11	16	8	-	-
	3%	-	2%	3%	-	-	3%	2%	6% T	2%	6% T	-	-
Getting the information you needed from your previous provider	22	-	16	6	-	-	16	11	10	17	5	-	-
	2%	-	2%	2%	-	-	3%	1%	6% T	2%	5%	-	-
Process 2	90	-	58	31	-	-	68	54	31	72	16	-	-
	9%	-	9%	10%	-	-	11%	7%	17% T	8%	14%	-	-
Your previous provider trying to persuade you to stay	32	-	22	10	-	-	25	19	11	27	5	-	-
	3%	-	3%	3%	-	-	4%	3%	6% T	3%	4%	-	-
Unlocking your current/your previous handset	24	-	12	12	-	-	19	14	9	19	5	-	-
	2%	-	2%	4%	-	-	3%	2%	9% T	2%	4%	-	-
Contacting your new provider	18	-	13	4	-	-	12	13	5	12	6	-	-
	2%	-	2%	1%	-	-	2%	2%	3%	1%	9% T	-	-
Understanding the relevant steps required to switch provider	16	-	12	4	-	-	12	8	6	14	1	-	-
	2%	-	2%	1%	-	-	2%	1%	3% T	2%	1%	-	-
Other than Process 1 or 2	137	-	96	41	-	-	99	88	45	109	26	-	-
	14%	-	15%	13%	-	-	16%	11%	25% T	13%	23% T	-	-
Finding time to research the market	22	-	13	8	-	-	15	17	4	17	4	-	-
	2%	-	2%	2%	-	-	2%	2%	2%	2%	3%	-	-
Paying the charge to exit your contract early	18	-	13	5	-	-	13	13	5	14	4	-	-
	2%	-	2%	2%	-	-	2%	2%	3%	2%	4%	-	-
Comparing what different providers are offering	18	-	12	6	-	-	13	14	3	16	2	-	-
	2%	-	2%	2%	-	-	2%	2%	2%	2%	2%	-	-
Paying the upfront cost of the new handset	9	-	7	2	-	-	6	6	4	6	3	-	-
	1%	-	1%	1%	-	-	1%	1%	2%	1%	3% T	-	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 53

QA15b PROCESS SUMMARY And which of these was the main thing that caused you difficulty when you switched...?

Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Setting up a new online account	9	-	6	3	-	-	8	6	3	9	-	-	-
1%	1%	-	1%	1%	-	-	1%	1%	2%	1%	-	-	-
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2	8	-	5	2	-	-	6	5	1	6	1	-	-
1%	1%	-	1%	1%	-	-	1%	1%	1%	1%	*	-	-
Other	53	-	39	14	-	-	38	27	25	40	13	-	-
5%	5%	-	6%	4%	-	-	6%	4%	14% 14%	5%	11% 11%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table S4
QA16a Lack of choice
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	37	21	16	13	19	5	23	15	28	9	33	4	-	1
	16%	15%	17%	19%	17%	10%	16%	17%	17%	14%	17%	20%	-	16%
Minor factor	66	39	27	24	33	9	40	26	51	16	56	4	7	-
	29%	28%	29%	53% ^{ns}	59% ^{ns}	19%	27%	31%	31%	23%	30%	20%	39%	-
Not a factor at all	127	77	50	31	60	36	84	44	85	43	100	11	11	6
	55%	56%	54%	46%	54%	71% ^{tbl}	57%	52%	52%	63% ^{tbl}	53%	60%	61%	84%
NET Any factor	104	60	44	37	52	15	63	41	79	25	88	7	7	1
	45% ^{ns}	44%	46%	54% ^{ns}	48% ^{ns}	29%	43%	48%	48% ^{ns}	37%	47%	40%	39%	16%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 54
QA16a Lack of choice
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	37	37	-	-	29	8	23	-	-	-	-	27	8
	16%	16%	-	-	17%	15%	20%	-	-	-	-	14%	23%
Minor factor	66	66	-	-	49	17	34	-	-	-	-	56	9
	29%	29%	-	-	28%	30%	29%	-	-	-	-	28%	31%
Not a factor at all	127	127	-	-	95	32	61	-	-	-	-	113	13
	55%	55%	-	-	55%	56%	51%	-	-	-	-	58%	44%
NET Any factor	104	104	-	-	78	26	58	-	-	-	-	82	17
	45%	45%	-	-	45%	44%	49%	-	-	-	-	42%	56%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 55

QA16a Not knowing what to do to switch

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	27	13	14	13	12	2	16	11	20	8	24	2	2	*
		12%	10%	15%	19%	11%	11%	13%	12%	11%	13%	9%	8%	5%
Minor factor	60	36	24	14	32	14	33	27	42	18	55	4	1	1
		26%	26%	21%	28%	27%	23%	32%	26%	26%	29%	19%	3%	13%
Not a factor at all	144	88	56	41	68	35	98	47	102	42	109	13	16	5
		64%	60%	60%	61%	69%	67%	55%	62%	63%	58%	72%	88%	81%
NET Any factor	87	49	38	27	44	16	49	38	62	25	79	5	2	1
		38%	40%	40%	39%	31%	33%	45%	38%	37%	42%	28%	12%	19%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 55

QA16a Not knowing what to do to switch

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	-**	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	27	-	27	-	-	19	8	15	-	-	-	-	21	5
	12%	-	12%	-	-	11%	14%	12%	-	-	-	-	11%	18%
Minor factor	60	-	60	-	-	39	21	30	-	-	-	-	45	14
	26%	-	26%	-	-	23%	36%	26%	-	-	-	-	23%	46% ^{††}
Not a factor at all	144	-	144	-	-	115	29	73	-	-	-	-	130	11
	62% ^{†††}	-	62%	-	-	66%	50%	62%	-	-	-	-	66% ^{†††}	37%
NET Any factor	87	-	87	-	-	58	29	45	-	-	-	-	66	19
	38%	-	38%	-	-	34%	50%	38%	-	-	-	-	34%	63% ^{†††}

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 56

QA16a Worried service wouldn't be as good with new provider

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	80	44	36	25	39	17	51	29	57	24	66	9	5	*
	35%	32%	39%	36%	34%	33%	35%	35%	35%	35%	35%	50%	26%	5%
Minor factor	90	51	39	27	43	20	58	32	66	24	74	7	6	4
	39%	38%	41%	40%	38%	40%	40%	38%	41%	36%	39%	37%	33%	54%
Not a factor at all	61	42	19	16	31	14	38	23	40	20	48	2	7	3
	26%	30%	20%	24%	27%	27%	26%	27%	25%	30%	26%	13%	40%	41%
NET Any factor	171	95	75	52	82	37	109	62	123	48	140	16	11	4
	74%	70%	80%	76%	73%	73%	74%	73%	75%	70%	74%	87%	60%	59%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 56

QA16a Worried service wouldn't be as good with new provider

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	80	-	80	-	-	57	24	37	-	-	-	-	71	7
	35%	-	35%	-	-	33%	41%	31%	-	-	-	-	36%	24%
Minor factor	90	-	90	-	-	73	18	48	-	-	-	-	74	15
	39%	-	39%	-	-	42%	30%	40%	-	-	-	-	38%	49%
Not a factor at all	61	-	61	-	-	44	16	34	-	-	-	-	51	8
	26%	-	26%	-	-	25%	28%	29%	-	-	-	-	26%	27%
NET Any factor	171	-	171	-	-	129	41	85	-	-	-	-	145	22
	74%	-	74%	-	-	75%	72%	71%	-	-	-	-	74%	73%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

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Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 57

QA16a There wasn't enough difference in cost to be worth switching

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	101	58	43	28	51	23	70	31	75	27	82	7	9	3
	44%	43%	45%	41%	45%	45%	48%	37%	46%	40%	44%	40%	49%	44%
Minor factor	79	48	31	26	38	15	45	34	53	26	67	6	4	1
	34%	35%	33%	38%	34%	30%	31%	40%	33%	38%	36%	35%	23%	16%
Not a factor at all	51	31	20	14	24	13	32	19	36	15	38	5	5	3
	22%	23%	21%	21%	21%	25%	22%	23%	22%	22%	20%	25%	28%	40%
NET Any factor	180	106	74	54	89	38	115	65	128	53	150	14	13	4
	78%	77%	79%	79%	79%	75%	78%	77%	78%	78%	80%	75%	72%	60%

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Prepared by BDRC Continental
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* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 57

QA16a There wasn't enough difference in cost to be worth switching

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	101	101	-	-	82	19	58	-	-	-	-	90	9
	44% ^{sum}	44%	-	-	47%	34%	49%	-	-	-	-	46% ^{sum}	30%
Minor factor	79	79	-	-	51	28	36	-	-	-	-	66	11
	34%	34%	-	-	29%	46%	30%	-	-	-	-	34%	36%
Not a factor at all	51	51	-	-	41	10	25	-	-	-	-	39	10
	22%	22%	-	-	24%	17%	21%	-	-	-	-	20%	34% ^{TI}
NET Any factor	180	180	-	-	133	48	94	-	-	-	-	157	20
	78% ^{sum}	78%	-	-	76%	83%	79%	-	-	-	-	80% ^{sum}	66%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 58

QA16a It's too time consuming to go through the process of switching from one provider to another

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	44	24	20	13	24	7	27	17	31	13	38	4	2	1
	19%	17%	21%	18%	22%	14%	19%	20%	19%	20%	20%	20%	8%	8%
Minor factor	87	52	35	29	40	19	52	35	60	27	72	8	5	3
	38%	38%	38%	42%	35%	37%	36%	41%	37%	40%	38%	42%	27%	43%
Not a factor at all	100	61	39	27	48	25	67	33	73	27	78	7	12	3
	43%	45%	41%	39%	43%	49%	46%	39%	45%	40%	42%	38%	64%	49%
NET Any factor	131	76	55	42	64	26	79	52	91	41	110	11	6	3
	57%	55%	59%	61%	57%	51%	54%	61%	55%	60%	58%	62%	36%	51%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 58

QA16a It's too time consuming to go through the process of switching from one provider to another

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	44	44	-	-	32	12	19	-	-	-	-	33	10
	19%	19%	-	-	19%	16%	16%	-	-	-	-	17%	12%
Minor factor	87	87	-	-	63	24	45	-	-	-	-	74	12
	38%	38%	-	-	36%	42%	38%	-	-	-	-	38%	39%
Not a factor at all	100	100	-	-	78	22	54	-	-	-	-	89	9
	43%	43%	-	-	45%	37%	45%	-	-	-	-	45%	28%
NET Any factor	131	131	-	-	95	36	65	-	-	-	-	107	22
	57%	57%	-	-	55%	63%	55%	-	-	-	-	55%	72%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 59

QA16a I was still in a contract so couldn't leave/would need to pay to leave

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	49	26	23	21	24	3	28	20	34	14	44	2	3	1
		19%	25%	31%Te	21%Td	6%	19%	24%	21%	21%	23%	9%	14%	13%
Minor factor	34	23	10	14	15	4	21	13	26	8	27	5	2	*
	15%	17%	11%	21%Te	14%	8%	14%	15%	16%	11%	14%	26%	11%	2%
Not a factor at all	149	88	61	33	73	43	97	51	103	46	118	12	13	6
	64%	64%	64%	48%	69%Td	65%Te	66%	61%	63%	67%	63%	65%	75%	85%
NET Any factor	82	49	34	35	39	8	49	33	60	22	70	6	5	1
	36%	36%	36%	52%Td	35%Td	15%	34%	39%	37%	33%	37%	35%	25%	15%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 59

QA16a I was still in a contract so couldn't leave/would need to pay to leave

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	49	49	-	-	34	15	27	-	-	-	-	40	8
	21%	21%	-	-	20%	25%	23%	-	-	-	-	20%	28%
Minor factor	34	34	-	-	24	10	15	-	-	-	-	26	6
	15%	15%	-	-	14%	17%	12%	-	-	-	-	13%	19%
Not a factor at all	149	149	-	-	116	33	77	-	-	-	-	130	16
	64%	64%	-	-	67%	57%	65%	-	-	-	-	66%	53%
NET Any factor	82	82	-	-	58	25	42	-	-	-	-	66	14
	36%	36%	-	-	33%	43%	35%	-	-	-	-	34%	47%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 60

QA16a Hassle to set up a new online account

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	41	24	17	18	15	8	26	15	30	11	35	4	2	*
	18%	17%	18%	26%	14%	16%	18%	18%	19%	16%	19%	22%	8%	5%
Minor factor	69	42	27	20	34	15	44	26	47	23	59	4	6	1
	30%	31%	29%	29%	30%	30%	30%	30%	29%	34%	31%	20%	33%	12%
Not a factor at all	121	71	50	30	63	28	77	44	87	34	94	11	11	6
	52%	52%	53%	44%	56%	54%	52%	52%	53%	50%	50%	59%	59%	83%
NET Any factor	111	66	44	38	49	23	70	41	77	34	94	8	7	1
	48%	48%	47%	56%	44%	46%	48%	48%	47%	50%	50%	41%	41%	17%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 60

QA16a Hassle to set up a new online account

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	174	58*	118	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	41	41	-	-	28	13	20	-	-	-	-	36	5
	18%	18%	-	-	16%	23%	17%	-	-	-	-	18%	15%
Minor factor	69	69	-	-	49	21	39	-	-	-	-	55	13
	30%	30%	-	-	28%	36%	33%	-	-	-	-	28%	43% ^{††}
Not a factor at all	121	121	-	-	97	24	59	-	-	-	-	105	13
	52%	52%	-	-	56%	42%	50%	-	-	-	-	54%	41%
NET Any factor	111	111	-	-	77	34	59	-	-	-	-	91	18
	48%	48%	-	-	44%	58%	50%	-	-	-	-	46%	59%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 61
QA16a Difficulty when contacting my current provider
 Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
 Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	25	13	13	13	9	3	14	11	19	7	22	1	2	*
	11%	9%	13%	19%Tde	8%	5%	10%	13%	11%	10%	12%	5%	8%	5%
Minor factor	43	27	16	15	22	6	23	21	32	11	40	2	-	1
	19%	20%	17%	22%	20%	12%	15%	25%	20%	16%	21%	12%	-	16%
Not a factor at all	163	97	66	40	80	42	110	53	113	50	126	15	17	5
	70%	71%	70%	59%	72%g	83%Tcd	75%g	62%	69%	74%	67%	83%	92%	79%
NET Any factor	69	40	29	28	32	9	37	32	51	18	63	3	2	1
	30%	29%	30%	41%Tde	28%g	17%	25%	38%g	31%	26%	33%	17%	8%	21%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 61
 QA16a Difficulty when contacting my current provider
 Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
 Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	25	25	-	-	17	9	14	-	-	-	-	18	7
	11%	11%	-	-	10%	15%	12%	-	-	-	-	9%	23%
Minor factor	43	43	-	-	30	13	23	-	-	-	-	34	7
	19%	19%	-	-	17%	23%	20%	-	-	-	-	17%	21%
Not a factor at all	163	163	-	-	127	36	81	-	-	-	-	144	17
	70%	70%	-	-	73%	62%	68%	-	-	-	-	74%	56%
NET Any factor	69	69	-	-	47	22	38	-	-	-	-	52	14
	30%	30%	-	-	27%	38%	32%	-	-	-	-	26%	44%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 62

QA16a I had difficulty getting the code I needed from my current provider (i.e. the PAC)

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	24	15	9	11	11	2	11	13	15	10	22	*	2	*
	10%	11%	10%	17%	10%	4%	7%	16%	9%	14%	12%	2%	8%	5%
Minor factor	35	19	15	13	16	5	21	13	27	7	31	3	-	1
	15%	14%	16%	19%	14%	11%	14%	16%	17%	11%	16%	16%	-	10%
Not a factor at all	172	103	70	44	85	43	115	58	122	51	135	15	17	6
	75%	75%	74%	64%	76%	65%	76%	68%	74%	75%	72%	82%	92%	85%
NET Any factor	59	35	24	24	27	8	32	27	42	17	53	3	2	1
	25%	25%	26%	36%	24%	15%	22%	32%	26%	25%	28%	18%	8%	15%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 62

QA16a I had difficulty getting the code I needed from my current provider (i.e. the PAC)

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	24	24	-	-	17	7	12	-	-	-	-	17	7
	10%	10%	-	-	10%	13%	10%	-	-	-	-	9%	23% [†]
Minor factor	35	35	-	-	22	13	20	-	-	-	-	25	7
	15%	15%	-	-	13%	22%	17%	-	-	-	-	13%	23% [†]
Not a factor at all	172	172	-	-	135	38	87	-	-	-	-	153	17
	75% [†]	75%	-	-	78%	65%	73%	-	-	-	-	78% [†]	54%
NET Any factor	59	59	-	-	39	20	32	-	-	-	-	42	14
	25%	25%	-	-	22%	35%	27%	-	-	-	-	22%	46% [†]

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 63

QA16a I was worried I might not be able to use my mobile during the switch

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	39	22	17	14	18	7	21	19	27	12	32	5	2	1
	17%	16%	18%	21%	16%	14%	14%	22%	17%	18%	17%	27%	8%	8%
Minor factor	74	44	30	26	37	11	43	31	54	20	64	5	3	1
	32%	32%	32%	37%	33%	22%	29%	36%	33%	29%	34%	28%	19%	17%
Not a factor at all	118	71	47	29	57	32	83	35	83	36	92	8	13	5
	51%	52%	50%	42%	51%	64%	57%	42%	50%	53%	49%	45%	72%	75%
NET Any factor	113	66	47	40	55	18	64	49	81	32	96	10	5	2
	49%	48%	50%	56%	49%	36%	43%	58%	50%	47%	51%	55%	28%	25%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 63

QA16a I was worried I might not be able to use my mobile during the switch
 Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
 Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	-**	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	39	-	39	-	-	31	8	23	-	-	-	-	33	6
	17%	-	17%	-	-	18%	15%	19%	-	-	-	-	17%	20%
Minor factor	74	-	74	-	-	55	19	38	-	-	-	-	59	12
	32%	-	32%	-	-	32%	32%	32%	-	-	-	-	30%	41%
Not a factor at all	118	-	118	-	-	88	31	58	-	-	-	-	104	12
	51%	-	51%	-	-	50%	53%	49%	-	-	-	-	53%	39%
NET Any factor	113	-	113	-	-	86	27	60	-	-	-	-	92	19
	49%	-	49%	-	-	50%	47%	51%	-	-	-	-	47%	61%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 64

QA16a Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT iCloud)

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	33	18	15	15	15	4	18	15	26	8	30	2	1	*
	14%	13%	16%	22% ^{ab}	13%	7%	13%	18%	16%	11%	16%	9%	6%	5%
Minor factor	37	24	12	18	14	5	24	13	28	9	30	5	1	1
	16%	18%	13%	21% ^{Tde}	12%	9%	16%	15%	17%	13%	16%	28%	4%	17%
Not a factor at all	161	94	67	35	84	42	104	57	110	51	128	12	16	5
	70% ^{bc}	69%	71%	52%	78% ^{ag}	83% ^{1c}	71%	67%	67%	76%	68%	62%	90%	78%
NET Any factor	70	43	27	33	29	9	42	28	54	16	60	7	2	1
	30% ^{de}	31%	29%	48% ^{Tde}	25%	17%	29%	33%	33%	24%	32%	38%	10%	22%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 64

QA16a Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT iCloud)

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	33	33	-	-	20	14	20	-	-	-	-	29	5
	14%	14%	-	-	11%	24%	17%	-	-	-	-	15%	16%
Minor factor	37	37	-	-	28	9	19	-	-	-	-	31	5
	16%	16%	-	-	16%	15%	16%	-	-	-	-	16%	15%
Not a factor at all	161	161	-	-	126	35	79	-	-	-	-	136	21
	70%	70%	-	-	72%	61%	67%	-	-	-	-	70%	69%
NET Any factor	70	70	-	-	48	22	39	-	-	-	-	59	9
	30%	30%	-	-	28%	39%	33%	-	-	-	-	30%	31%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 65

QA16a Didn't want to lose friends and family or other call discounts

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	44	26	18	15	24	5	25	19	31	13	37	5	2	1
		19%	19%	23% ^{sig}	21% ^{sig}	10%	17%	23%	19%	19%	20%	26%	9%	10%
Minor factor	48	30	19	21	19	9	29	19	34	14	41	4	2	2
	21%	22%	20%	40% ^{sig}	16%	18%	20%	22%	21%	21%	22%	21%	10%	30%
Not a factor at all	139	82	57	32	70	37	92	46	98	41	110	10	15	4
	60% ^{sig}	59%	61%	47%	62% ^{sig}	72% ^{sig}	63%	55%	60%	60%	59%	53%	82%	60%
NET Any factor	93	56	37	36	43	14	54	38	66	27	78	9	3	3
	40% ^{sig}	41%	39%	53% ^{sig}	38%	28%	37%	45%	40%	40%	41%	47%	18%	40%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 65

QA16a Didn't want to lose friends and family or other call discounts

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	44	44	-	-	33	11	29	-	-	-	-	40	4
	19%	19%	-	-	19%	19%	24%	-	-	-	-	21%	13%
Minor factor	48	48	-	-	33	15	23	-	-	-	-	39	7
	21%	21%	-	-	19%	27%	19%	-	-	-	-	20%	24%
Not a factor at all	139	139	-	-	107	31	67	-	-	-	-	116	19
	60%	60%	-	-	62%	54%	57%	-	-	-	-	59%	63%
NET Any factor	93	93	-	-	66	26	51	-	-	-	-	79	11
	40%	40%	-	-	38%	46%	43%	-	-	-	-	41%	37%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 66

QA16a I was worried I might have to pay two providers at the same time

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	39	22	16	18	14	6	23	15	23	15	34	4	-	1
	17%	16%	17%	26%Td	13%	12%	16%	18%	14%	23%h	18%	20%	-	13%
Minor factor	45	26	19	15	21	9	29	16	33	12	42	3	-	1
	20%	19%	20%	22%	19%	16%	20%	19%	20%	18%	22%	14%	-	18%
Not a factor at all	147	89	59	35	77	35	94	54	107	40	112	12	18	5
	64%	65%	62%	52%	68%g	70%e	64%	63%	65%	60%	60%	66%	100%	69%
NET Any factor	84	49	36	33	36	15	53	31	57	27	76	6	-	2
	36%	35%	38%	48%Td	32%	30%	36%	37%	35%	40%	40%	34%	-	31%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/h/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 66

QA16a I was worried I might have to pay two providers at the same time

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	39	39	-	-	27	11	24	-	-	-	-	30	7
	17%	17%	-	-	16%	19%	20%	-	-	-	-	16%	22%
Minor factor	45	45	-	-	34	11	24	-	-	-	-	36	8
	20%	20%	-	-	20%	20%	20%	-	-	-	-	18%	26%
Not a factor at all	147	147	-	-	112	35	70	-	-	-	-	129	16
	64%	64%	-	-	65%	61%	60%	-	-	-	-	66%	52%
NET Any factor	84	84	-	-	62	22	48	-	-	-	-	67	15
	36%	36%	-	-	35%	39%	40%	-	-	-	-	34%	48%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 67

QA16a Handset is locked to current network and I don't want a new handset

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	28	13	15	11	14	4	16	12	21	7	25	3	-	1
	12%	10%	16%	16%	12%	7%	11%	15%	13%	10%	13%	16%	-	8%
Minor factor	44	28	16	16	23	5	24	20	32	12	41	3	-	1
	15%	21%	17%	23%	21%	11%	17%	24%	20%	18%	22%	17%	-	11%
Not a factor at all	159	96	63	41	75	42	107	52	110	49	123	12	18	5
	69%	70%	67%	61%	67%	62%	73%	61%	67%	72%	65%	67%	100%	81%
NET Any factor	73	42	31	27	37	9	40	33	54	19	65	6	-	1
	31%	30%	33%	39%	33%	18%	27%	39%	33%	28%	35%	33%	-	19%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 67

QA16a Handset is locked to current network and I don't want a new handset

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	28	28	-	-	19	10	15	-	-	-	-	22	5
	12%	12%	-	-	11%	17%	13%	-	-	-	-	11%	17%
Minor factor	44	44	-	-	32	13	25	-	-	-	-	38	5
	19%	19%	-	-	18%	22%	22%	-	-	-	-	19%	15%
Not a factor at all	159	159	-	-	124	35	78	-	-	-	-	135	21
	69%	69%	-	-	71%	61%	66%	-	-	-	-	69%	68%
NET Any factor	73	73	-	-	50	23	41	-	-	-	-	61	10
	31%	31%	-	-	29%	39%	34%	-	-	-	-	31%	32%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 68

QA16a Did not want to change my mobile number

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	88	52	36	22	43	23	56	32	61	27	77	7	1	3
	38%	38%	38%	32%	39%	45%	38%	38%	37%	40%	41%	40%	5%	50%
Minor factor	57	31	26	23	24	11	35	22	40	17	46	4	6	1
	25%	22%	28%	34% <i>34% under</i>	21%	21%	24%	27%	25%	25%	25%	23%	31%	17%
Not a factor at all	86	54	32	23	45	17	56	30	62	24	65	7	12	2
	37%	40%	33%	34%	40%	34%	38%	35%	38%	35%	35%	37%	64%	33%
NET Any factor	145	83	63	45	67	33	90	55	101	44	123	12	6	4
	63%	60%	67%	66%	60%	66%	62%	65%	62%	65%	65%	63%	36%	67%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 68

QA16a Did not want to change my mobile number

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	88	88	-	-	78	10	46	-	-	-	-	75	13
	25%	38%	-	-	45%	17%	39%	-	-	-	-	38%	41%
Minor factor	57	57	-	-	36	21	29	-	-	-	-	44	12
	25%	25%	-	-	21%	37%	25%	-	-	-	-	22%	38%††
Not a factor at all	86	86	-	-	60	26	43	-	-	-	-	77	6
	37%†††	37%	-	-	34%	46%	37%	-	-	-	-	40%†††	21%
NET Any factor	145	145	-	-	114	31	75	-	-	-	-	118	24
	63%	63%	-	-	66%	54%	63%	-	-	-	-	60%	79%†††

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 69

QA16a Current provider is still the best deal/cheapest

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	125	72	54	36	58	32	78	47	88	37	98	9	14	4
	54%	52%	57%	53%	51%	63%	53%	56%	54%	55%	52%	50%	79%	63%
Minor factor	62	38	24	20	34	8	40	21	46	16	53	6	1	1
	27%	27%	25%	23% ^{ns}	30% ^{ns}	16%	27%	25%	28%	23%	28%	34%	3%	17%
Not a factor at all	44	28	16	12	21	11	28	16	30	14	37	3	3	1
	19%	20%	17%	18%	19%	21%	19%	19%	18%	21%	20%	16%	18%	20%
NET Any factor	187	109	78	56	91	40	119	68	134	53	151	16	15	5
	81%	80%	83%	82%	81%	79%	81%	81%	82%	79%	80%	84%	82%	80%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 69

QA16a Current provider is still the best deal/cheapest

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	125	125	-	-	95	31	62	-	-	-	-	114	10
	34%	54%	-	-	54%	54%	53%	-	-	-	-	58%	33%
Minor factor	62	62	-	-	47	14	33	-	-	-	-	51	7
	27%	27%	-	-	27%	25%	28%	-	-	-	-	26%	24%
Not a factor at all	44	44	-	-	32	12	23	-	-	-	-	30	13
	19%	19%	-	-	18%	21%	20%	-	-	-	-	15%	43% ^{††}
NET Any factor	187	187	-	-	142	45	95	-	-	-	-	165	17
	81%	81%	-	-	82%	79%	80%	-	-	-	-	89%	57%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 70

QA16a Current provider has the best quality of service (e.g. network coverage)

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	99	59	41	29	48	22	61	38	70	30	82	8	6	4
	43%	43%	43%	43%	43%	43%	41%	45%	43%	44%	44%	41%	33%	55%
Minor factor	75	46	29	25	35	15	48	27	54	21	61	6	7	1
	32%	33%	31%	37%	31%	30%	33%	32%	33%	31%	32%	32%	39%	17%
Not a factor at all	57	33	24	14	29	14	38	19	40	17	45	5	5	2
	25%	24%	26%	20%	26%	28%	26%	23%	24%	25%	24%	27%	27%	28%
NET Any factor	174	104	70	55	83	37	109	65	124	51	143	14	13	5
	75%	76%	74%	80%	74%	72%	74%	77%	76%	75%	76%	73%	73%	72%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 70

QA16a Current provider has the best quality of service (e.g. network coverage)

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	99	99	-	-	74	25	48	-	-	-	-	92	7
	43% ^{min}	43%	-	-	43%	43%	41%	-	-	-	-	47% ^{min}	22%
Minor factor	75	75	-	-	58	17	43	-	-	-	-	65	8
	32%	32%	-	-	33%	30%	36%	-	-	-	-	33%	28%
Not a factor at all	57	57	-	-	41	16	28	-	-	-	-	39	15
	25%	25%	-	-	24%	27%	23%	-	-	-	-	20%	50% ^{TI}
NET Any factor	174	174	-	-	132	42	91	-	-	-	-	157	15
	73% ^{min}	75%	-	-	76%	73%	77%	-	-	-	-	80% ^{min}	50%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 71

QA16a I negotiated/accepted a deal with my current provider

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	92	53	39	27	44	22	61	31	68	24	75	8	7	3
	40%	39%	42%	39%	39%	42%	42%	37%	41%	36%	40%	42%	38%	43%
Minor factor	48	29	19	19	20	9	32	16	36	12	38	4	5	1
	21%	21%	21%	28%	18%	17%	22%	19%	22%	18%	20%	21%	27%	15%
Not a factor at all	91	56	36	22	48	21	54	37	60	31	75	7	6	3
	39%	40%	38%	33%	43%	41%	37%	44%	37%	46%	40%	37%	35%	43%
NET Any factor	140	82	58	46	64	30	93	47	104	36	113	12	12	4
	61%	60%	62%	67%	57%	59%	63%	56%	63%	54%	60%	63%	65%	57%

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 71

QA16a I negotiated/accepted a deal with my current provider

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	92	92	-	-	73	19	50	-	-	-	-	83	8
	40%	40%	-	-	42%	33%	43%	-	-	-	-	42% ^{nm}	27%
Minor factor	48	48	-	-	36	12	30	-	-	-	-	41	6
	21%	21%	-	-	21%	20%	25%	-	-	-	-	21%	20%
Not a factor at all	91	91	-	-	64	27	38	-	-	-	-	72	16
	39%	39%	-	-	37%	47%	32%	-	-	-	-	37%	53% ^{nm}
NET Any factor	140	140	-	-	109	31	80	-	-	-	-	124	14
	61%	61%	-	-	63%	53%	68%	-	-	-	-	63% ^{nm}	47%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 72

QA16a Would take too long to research the market

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	26	13	14	11	13	3	15	11	21	6	23	4	-	-
	11%	9%	15%	16% ^{de}	11%	6%	11%	13%	13%	9%	12%	20%	-	-
Minor factor	68	38	31	25	28	16	43	26	47	22	61	4	3	1
	30%	28%	33%	30% ^{cd}	25%	32%	29%	30%	28%	32%	33%	21%	15%	9%
Not a factor at all	136	87	49	33	72	32	88	48	96	40	104	11	15	6
	59%	63% ^{ab}	53%	48%	64% ^{fg}	62% ^{ce}	60%	57%	59%	59%	55%	59%	85%	91%
NET Any factor	95	50	45	35	40	19	58	37	67	28	84	8	3	1
	41%	37%	47% ^{ab}	52% ^{cd}	36%	38%	40%	43%	41%	41%	45%	41%	15%	9%

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 72

QA16a Would take too long to research the market

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	26	26	-	-	21	5	15	-	-	-	-	20	6
	11%	11%	-	-	12%	9%	13%	-	-	-	-	10%	19%
Minor factor	68	68	-	-	44	24	36	-	-	-	-	52	13
	30%	30%	-	-	26%	42%	30%	-	-	-	-	27%	44% ¹¹
Not a factor at all	136	136	-	-	108	28	67	-	-	-	-	123	11
	59% ¹¹	59%	-	-	62%	49%	57%	-	-	-	-	63% ¹¹	37%
NET Any factor	95	95	-	-	66	29	51	-	-	-	-	73	19
	41%	41%	-	-	38%	51%	43%	-	-	-	-	37%	63% ¹¹

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 73

QA16a Difficulty comparing what other providers were offering

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	40	25	15	14	21	5	22	19	31	9	36	1	2	*
	17%	18%	16%	20%	19%	10%	15%	22%	19%	14%	19%	7%	14%	3%
Minor factor	68	41	27	21	29	18	42	26	45	22	57	6	3	2
	29%	30%	28%	31%	26%	35%	28%	31%	28%	33%	30%	32%	15%	34%
Not a factor at all	123	71	52	33	62	28	83	40	87	36	95	11	13	4
	53%	52%	55%	49%	55%	55%	57%	47%	53%	53%	50%	62%	71%	63%
NET Any factor	108	66	42	35	50	23	63	45	76	32	93	7	5	2
	47%	48%	45%	51%	45%	45%	43%	53%	47%	47%	50%	38%	29%	37%

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 73
 QA16a Difficulty comparing what other providers were offering
 Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
 Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	40	40	-	-	32	9	20	-	-	-	-	30	9
	17%	17%	-	-	18%	15%	17%	-	-	-	-	16%	31%
Minor factor	68	68	-	-	46	22	31	-	-	-	-	54	11
	29%	29%	-	-	27%	37%	27%	-	-	-	-	28%	36%
Not a factor at all	123	123	-	-	96	28	67	-	-	-	-	111	10
	53%	53%	-	-	55%	48%	57%	-	-	-	-	57%	33%
NET Any factor	108	108	-	-	78	30	51	-	-	-	-	84	20
	47%	47%	-	-	45%	52%	43%	-	-	-	-	43%	67%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 74

QA16a Didn't want to pay the upfront cost of the new handset

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	80	47	33	20	46	14	43	37	52	28	72	3	3	2
	35%	34%	35%	29%	41%	28%	29%	44%	32%	41%	38%	18%	17%	34%
Minor factor	63	37	26	23	29	11	42	21	50	13	53	5	3	2
	27%	27%	27%	34%	26%	22%	26%	25%	50%	20%	28%	29%	19%	23%
Not a factor at all	88	53	35	26	37	25	62	26	62	26	64	10	12	3
	38%	39%	37%	37%	33%	50%	42%	31%	38%	39%	34%	53%	64%	43%
NET Any factor	143	84	59	43	75	26	85	59	102	41	124	9	6	4
	62%	61%	63%	63%	67%	50%	58%	69%	62%	61%	66%	47%	36%	57%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 74

QA16a Didn't want to pay the upfront cost of the new handset

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	80	80	-	-	60	20	38	-	-	-	-	65	14
	35%	35%	-	-	34%	36%	32%	-	-	-	-	33%	47%
Minor factor	63	63	-	-	43	20	34	-	-	-	-	51	9
	27%	27%	-	-	25%	35%	29%	-	-	-	-	26%	29%
Not a factor at all	88	88	-	-	71	17	46	-	-	-	-	80	8
	38%	38%	-	-	41%	30%	39%	-	-	-	-	41%	25%
NET Any factor	143	143	-	-	103	41	72	-	-	-	-	116	23
	62%	62%	-	-	59%	70%	61%	-	-	-	-	59%	75%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 75

QA16a Prefer to stay with trusted/ known provider

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	102	55	46	33	45	24	63	38	65	36	81	8	9	4
	44%	40%	49%	48%	40%	48%	43%	45%	40%	54%	43%	43%	49%	61%
Minor factor	89	56	33	25	46	19	60	29	71	19	74	6	8	1
	33%	41%	36%	37%	41%	37%	41%	35%	43%	28%	39%	34%	44%	21%
Not a factor at all	40	26	14	11	22	7	23	17	28	13	33	4	1	1
	17%	19%	15%	16%	20%	15%	16%	20%	17%	19%	18%	23%	7%	18%
NET Any factor	191	111	80	58	90	43	123	68	136	55	155	14	17	6
	83%	81%	85%	84%	80%	85%	84%	80%	83%	81%	82%	77%	93%	82%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 75

QA16a Prefer to stay with trusted/ known provider

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	102	102	-	-	80	21	50	-	-	-	-	95	5
	44% ^{TI}	44%	-	-	46%	37%	42%	-	-	-	-	49% ^{TI}	17%
Minor factor	89	89	-	-	67	23	52	-	-	-	-	74	14
	39%	39%	-	-	38%	39%	44%	-	-	-	-	38%	45%
Not a factor at all	40	40	-	-	27	14	17	-	-	-	-	27	12
	17%	17%	-	-	15%	23%	14%	-	-	-	-	14%	38% ^{TI}
NET Any factor	191	191	-	-	147	44	101	-	-	-	-	169	19
	83% ^{TI}	83%	-	-	85%	77%	86%	-	-	-	-	88% ^{TI}	62%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 76

QA16a Problems/ issues with current provider are not sufficiently bad/ frequent to switch

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	66	36	30	23	29	14	45	22	45	22	54	4	6	1
	29%	26%	32%	34%	26%	27%	30%	26%	27%	32%	29%	22%	36%	21%
Minor factor	78	52	26	25	38	16	46	32	54	24	69	5	2	2
	34%	30%	28%	36%	34%	31%	31%	36%	33%	35%	37%	25%	12%	28%
Not a factor at all	87	49	38	20	45	21	56	31	65	22	64	10	9	3
	38%	36%	40%	30%	40%	42%	38%	36%	39%	33%	34%	52%	52%	51%
NET Any factor	144	88	57	48	67	29	90	54	99	45	124	9	9	3
	62%	64%	60%	70%	60%	58%	62%	64%	61%	67%	66%	48%	48%	49%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 76

QA16a Problems/ issues with current provider are not sufficiently bad/ frequent to switch

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	174	58*	118	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	66	66	-	-	48	18	30	-	-	-	-	58	8
	29%	29%	-	-	28%	31%	26%	-	-	-	-	29%	25%
Minor factor	78	78	-	-	59	19	45	-	-	-	-	63	13
	34%	34%	-	-	34%	33%	38%	-	-	-	-	32%	42%
Not a factor at all	87	87	-	-	66	21	43	-	-	-	-	75	10
	38%	38%	-	-	38%	36%	36%	-	-	-	-	38%	32%
NET Any factor	144	144	-	-	107	37	76	-	-	-	-	121	21
	62%	62%	-	-	62%	64%	64%	-	-	-	-	62%	68%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 77

QA16a Bad experience switching my mobile provider previously

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	31	20	11	16	13	2	16	16	23	8	29	2	-	*
	14%	15%	12%	24%Td	11%	5%	11%	18%	14%	12%	16%	9%	-	5%
Minor factor	35	20	15	14	15	6	22	13	27	8	32	3	1	-
	15%	15%	15%	20%	13%	11%	15%	15%	16%	12%	17%	14%	3%	-
Not a factor at all	165	97	69	38	85	42	109	56	113	52	127	14	17	6
	71%	70%	73%	56%	79%g	84%Tc	74%	66%	69%	77%	68%	76%	97%	95%
NET Any factor	66	41	26	30	28	8	38	29	50	16	61	4	1	*
	29%	30%	27%	44%Td	25%	16%	26%	34%	31%	23%	32%	24%	3%	5%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 77

QA16a Bad experience switching my mobile provider previously

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	31	31	-	-	24	8	19	-	-	-	-	28	4
	14%	14%	-	-	14%	14%	16%	-	-	-	-	14%	12%
Minor factor	35	35	-	-	23	12	18	-	-	-	-	24	9
	15%	15%	-	-	13%	20%	15%	-	-	-	-	12%	29% ¹¹
Not a factor at all	165	165	-	-	127	38	81	-	-	-	-	144	18
	71%	71%	-	-	73%	66%	69%	-	-	-	-	74% ¹¹	59%
NET Any factor	66	66	-	-	47	19	37	-	-	-	-	51	12
	29%	29%	-	-	27%	34%	31%	-	-	-	-	26%	41% ¹¹

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 78

QA16a Bad experience switching other services previously

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	31	20	11	16	13	2	17	14	23	8	29	3	-	-
	14%	15%	12%	23%Td	12%	4%	12%	17%	14%	12%	15%	16%	-	-
Minor factor	44	26	18	14	21	8	25	19	32	12	40	1	2	*
	19%	19%	19%	21%	19%	16%	17%	23%	20%	17%	21%	8%	10%	5%
Not a factor at all	156	91	65	38	78	40	105	51	108	48	119	14	16	6
	67%	66%	69%	56%	69%	79%T	71%	60%	66%	70%	63%	77%	90%	95%
NET Any factor	75	46	29	30	35	11	42	33	55	20	69	4	2	*
	33%	34%	31%	44%Td	31%	21%	29%	40%	34%	30%	37%	23%	10%	5%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 78

QA16a Bad experience switching other services previously

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	31	31	-	-	20	11	18	-	-	-	-	26	5
	14%	14%	-	-	12%	19%	15%	-	-	-	-	13%	18%
Minor factor	44	44	-	-	32	12	22	-	-	-	-	34	7
	19%	19%	-	-	19%	20%	19%	-	-	-	-	18%	23%
Not a factor at all	156	156	-	-	121	35	78	-	-	-	-	135	18
	67%	67%	-	-	70%	61%	66%	-	-	-	-	69%	59%
NET Any factor	75	75	-	-	53	23	40	-	-	-	-	60	12
	33%	33%	-	-	30%	39%	34%	-	-	-	-	31%	41%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 79

QA16a Better handsets available with my current network/ didn't see any other handsets I liked

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Major factor	50	27	24	18	26	7	33	18	38	12	41	3	5	2
		22%	20%	25%	27%	13%	22%	21%	24%	18%	22%	14%	29%	24%
Minor factor	56	31	24	22	27	7	31	24	40	16	47	5	2	2
		31%	23%	26%	32%	13%	21%	29%	24%	23%	25%	25%	13%	24%
Not a factor at all	125	79	46	28	60	37	83	43	85	40	100	11	10	4
		54%	58%	49%	41%	53%	56%	50%	52%	59%	53%	61%	58%	53%
NET Any factor	106	58	48	40	52	13	64	42	78	28	88	7	8	3
		46%	42%	51%	59%	47%	44%	50%	48%	41%	47%	39%	42%	47%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 79

QA16a Better handsets available with my current network/ didn't see any other handsets I liked

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
Major factor	50	50	-	-	38	12	27	-	-	-	-	46	4
	22%	22%	-	-	22%	21%	23%	-	-	-	-	23%	13%
Minor factor	56	56	-	-	40	16	32	-	-	-	-	46	8
	24%	24%	-	-	23%	27%	27%	-	-	-	-	24%	25%
Not a factor at all	125	125	-	-	96	30	60	-	-	-	-	104	19
	54%	54%	-	-	55%	51%	50%	-	-	-	-	53%	62%
NET Any factor	106	106	-	-	78	28	59	-	-	-	-	92	12
	46%	46%	-	-	45%	49%	50%	-	-	-	-	47%	38%

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Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 80

QA16b And which of these was the main factor that made you decide to stay with your existing mobile provider...?

Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Current provider is still the best deal/cheapest	47	31	16	14	23	9	30	17	35	12	33	2	10	2
20%		22%	17%	21%	21%	18%	21%	20%	21%	18%	18%	9%	53%	36%
I negotiated/accepted a deal with my current provider	28	17	10	5	14	8	19	8	19	8	23	2	2	1
12%		12%	11%	7%	13%	17%	13%	10%	12%	12%	12%	13%	9%	11%
Did not want to change my mobile number	12	9	3	2	4	5	5	7	8	4	10	1	-	*
5%		6%	3%	3%	4%	10%	3%	6%	5%	5%	6%	6%	-	5%
There wasn't enough difference in cost to be worth switching	11	7	4	1	5	5	9	2	8	3	9	*	1	*
5%		5%	4%	2%	5%	10%	6%	3%	5%	3%	5%	2%	7%	5%
Prefer to stay with trusted/known provider	11	4	7	5	5	1	8	3	8	3	8	1	2	*
5%		3%	7%	7%	4%	3%	5%	4%	5%	5%	4%	7%	8%	4%
Current provider has the best quality of service (e.g. network coverage)	11	6	4	3	5	3	7	4	7	3	9	1	-	-
5%		4%	5%	4%	4%	6%	4%	5%	4%	5%	5%	8%	-	-
I was still in a contract so couldn't leave/would need to pay to leave	7	2	5	4	2	1	5	3	3	4	7	-	-	1
3%		2%	9%	6%	2%	2%	3%	3%	2%	6%	4%	-	-	8%
Worried service wouldn't be as good with new provider	7	4	3	2	4	1	5	2	5	2	5	2	-	-
3%		3%	3%	4%	4%	1%	3%	3%	3%	3%	3%	10%	-	-
It's too time consuming to go through the process of switching from one provider to another	5	2	3	2	3	1	4	1	5	*	4	1	-	-
2%		2%	3%	3%	2%	2%	3%	2%	3%	*	2%	7%	-	-
Didn't want to lose friends and family or other call discounts	5	4	1	1	4	*	3	2	4	1	4	1	-	*
2%		3%	1%	1%	4%	*	2%	3%	3%	1%	2%	4%	-	5%
Didn't want to pay the upfront cost of the new handset	4	2	2	1	3	*	4	1	4	*	4	-	-	-
2%		2%	2%	2%	3%	1%	2%	1%	2%	1%	2%	-	-	-
Not knowing what to do to switch	4	3	1	1	2	*	2	1	2	1	3	*	-	-
2%		2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	-	-
I was worried I might not be able to use my mobile during the switch	3	2	1	1	2	1	1	2	3	-	3	-	-	-
1%		2%	1%	2%	2%	1%	1%	3%	2%	-	2%	-	-	-
Lack of choice	3	2	1	*	2	1	1	2	3	-	2	1	-	-
1%		2%	1%	1%	2%	1%	1%	2%	2%	-	1%	4%	-	-
Bad experience switching my mobile provider previously	3	2	1	3	-	-	1	2	3	-	3	-	-	-
1%		1%	1%	4%	-	-	1%	2%	2%	-	1%	-	-	-
Handset is locked to current network and I don't want a new handset	3	1	2	-	2	*	2	*	2	*	3	-	-	-
1%		1%	2%	-	2%	*	1%	1%	1%	1%	1%	-	-	-

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 80

QA16b And which of these was the main factor that made you decide to stay with your existing mobile provider...?

Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Bad experience switching other services previously	3	2	1	2	*	*	2	*	*	2	2	*	-	-
1%	1%	1%	1%	2%	*	1%	1%	1%	3%	1%	1%	1%	-	-
Difficulty when contacting my current provider	2	2	1	1	1	*	1	1	2	1	2	-	-	-
1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	-	-
Hassle to set up a new online account	2	1	1	2	*	*	1	1	1	1	2	-	-	-
1%	1%	1%	3%	*	*	1%	1%	2%	1%	1%	1%	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	2	1	1	1	1	-	1	1	2	-	2	-	-	-
1%	*	1%	1%	1%	1%	-	1%	1%	1%	-	1%	-	-	-
I was worried I might have to pay two providers at the same time	2	-	2	*	1	*	1	*	1	1	1	1	-	-
1%	-	2%	*	1%	1%	1%	1%	*	1%	1%	1%	3%	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	2	1	1	-	1	1	1	1	1	*	2	-	-	-
1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-
Would take too long to research the market	1	1	1	1	1	-	-	1	1	-	1	-	-	-
1%	1%	1%	1%	1%	*	-	-	2%	1%	-	1%	-	-	-
Difficulty comparing what other providers were offering	1	*	1	*	*	1	1	1	*	1	1	-	-	-
1%	*	1%	1%	*	1%	1%	*	1%	*	1%	1%	-	-	-
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	1	1	*	1	-	*	1	-	1	*	1	-	-	-
*	1%	*	1%	-	-	1%	1%	-	*	*	1%	-	-	-
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	*	-	*	*	-	-	*	-	*	-	-	-	-	*
*	-	*	1%	-	-	-	*	-	*	-	-	-	-	5%
No major factor	51	30	21	15	26	10	33	18	33	18	41	5	4	1
22%	22%	22%	21%	23%	20%	22%	21%	20%	27%	22%	22%	25%	23%	20%
Net: Process 1	14	7	7	4	7	3	8	6	12	2	12	2	-	-
6%	5%	7%	6%	6%	5%	6%	7%	7%	3%	6%	10%	-	-	-
Net: Process 2	48	31	17	11	23	14	29	19	34	14	42	4	2	1
21%	23%	18%	17%	20%	20%	20%	20%	23%	21%	20%	22%	21%	9%	17%
Net: Process 1 or 2	62	38	24	16	29	17	37	25	46	16	54	6	2	1
27%	28%	25%	23%	26%	34%	25%	29%	28%	23%	29%	30%	9%	17%	-
Net: Other than Process 1	167	100	66	49	80	38	106	61	119	48	135	12	14	5
72%	73%	70%	72%	71%	74%	72%	72%	73%	70%	72%	65%	77%	80%	-
Net: Other than Process 2	132	76	56	42	64	26	85	47	97	36	106	10	12	4
57%	56%	59%	62%	57%	51%	58%	56%	59%	53%	56%	55%	68%	63%	-
Net: Other than Process 1 or 2	121	71	50	41	57	23	77	44	87	34	96	8	12	4
52%	52%	53%	50%	51%	46%	53%	52%	53%	50%	51%	45%	68%	63%	-

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 80

QA16b And which of these was the main factor that made you decide to stay with your existing mobile provider...?
Base: All considerers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Current provider is still the best deal/cheapest	47	-	47	-	-	35	12	25	-	-	-	-	45	1
	30% ^m	-	20%	-	-	20%	21%	21%	-	-	-	-	23% ^m	4%
I negotiated/accepted a deal with my current provider	28	-	28	-	-	25	2	13	-	-	-	-	26	2
	12%	-	12%	-	-	15%	4%	11%	-	-	-	-	13%	5%
Did not want to change my mobile number	12	-	12	-	-	9	3	5	-	-	-	-	8	3
	5%	-	5%	-	-	5%	5%	4%	-	-	-	-	4%	11% ^m
There wasn't enough difference in cost to be worth switching	11	-	11	-	-	7	4	9	-	-	-	-	11	1
	5%	-	5%	-	-	4%	8%	7%	-	-	-	-	5%	3%
Prefer to stay with trusted/ known provider	11	-	11	-	-	8	4	3	-	-	-	-	11	*
	5%	-	5%	-	-	4%	6%	3%	-	-	-	-	6%	1%
Current provider has the best quality of service (e.g. network coverage)	11	-	11	-	-	10	1	5	-	-	-	-	10	1
	5%	-	5%	-	-	6%	1%	4%	-	-	-	-	5%	2%
I was still in a contract so couldn't leave/would need to pay to leave	7	-	7	-	-	7	1	3	-	-	-	-	5	3
	3%	-	3%	-	-	4%	1%	3%	-	-	-	-	2%	9% ^m
Worried service wouldn't be as good with new provider	7	-	7	-	-	4	3	3	-	-	-	-	7	*
	3%	-	3%	-	-	3%	5%	3%	-	-	-	-	3%	1%
It's too time consuming to go through the process of switching from one provider to another	5	-	5	-	-	5	1	4	-	-	-	-	3	2
	2%	-	2%	-	-	3%	1%	3%	-	-	-	-	2%	7% ^m
Didn't want to lose friends and family or other call discounts	5	-	5	-	-	2	3	4	-	-	-	-	4	1
	2%	-	2%	-	-	1%	4%	4%	-	-	-	-	2%	2%
Didn't want to pay the upfront cost of the new handset	4	-	4	-	-	3	1	2	-	-	-	-	4	1
	2%	-	2%	-	-	2%	2%	2%	-	-	-	-	2%	3%
Not knowing what to do to switch	4	-	4	-	-	2	1	2	-	-	-	-	3	*
	2%	-	2%	-	-	1%	2%	1%	-	-	-	-	2%	1%
I was worried I might not be able to use my mobile during the switch	3	-	3	-	-	2	1	3	-	-	-	-	2	1
	1%	-	1%	-	-	1%	2%	3%	-	-	-	-	1%	4% ^m
Lack of choice	3	-	3	-	-	2	1	2	-	-	-	-	1	2
	1%	-	1%	-	-	1%	1%	2%	-	-	-	-	*	7% ^m
Bad experience switching my mobile provider previously	3	-	3	-	-	1	2	1	-	-	-	-	3	-
	1%	-	1%	-	-	1%	3%	1%	-	-	-	-	1%	-

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 80

QA16b And which of these was the main factor that made you decide to stay with your existing mobile provider...?
Base: All considerers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	231	-**	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*
Handset is locked to current network and I don't want a new handset	3 1%	-	3 1%	-	-	1 1%	1 2%	2 2%	-	-	-	-	2 1%	1 3%
Bad experience switching other services previously	3 1%	-	3 1%	-	-	1 1%	2 3%	1 1%	-	-	-	-	2 1%	* 2%
Difficulty when contacting my current provider	2 1%	-	2 1%	-	-	1 1%	1 1%	1 1%	-	-	-	-	1 *	1 5%T
Hassle to set up a new online account	2 1%	-	2 1%	-	-	1 1%	1 1%	1 1%	-	-	-	-	2 1%	* *
Better handsets available with my current network/ didn't see any other handsets I liked	2 1%	-	2 1%	-	-	1 1%	1 1%	1 1%	-	-	-	-	2 1%	- -
I was worried I might have to pay two providers at the same time	2 1%	-	2 1%	-	-	1 *	1 2%	1 1%	-	-	-	-	1 *	1 3%T
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	2 1%	-	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	- -
Would take too long to research the market	1 1%	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 *	1 2%
Difficulty comparing what other providers were offering	1 1%	-	1 1%	-	-	1 1%	-	1 *	-	-	-	-	1 *	* 1%
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	1 *	-	1 *	-	-	1 1%	-	* *	-	-	-	-	* *	1 2%
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	* *	-	* *	-	-	* *	-	* *	-	-	-	-	* *	- -
No major factor	51 22%	-	51 22%	-	-	39 22%	12 20%	24 21%	-	-	-	-	41 21%	7 22%
Net: Process 1	14 6%	-	14 6%	-	-	10 6%	4 6%	9 8%	-	-	-	-	7 4%	7 21%T
Net: Process 2	48 21%	-	48 21%	-	-	39 22%	9 16%	23 19%	-	-	-	-	41 21%	6 20%
Net: Process 1 or 2	62 27%	-	62 27%	-	-	49 28%	13 23%	32 27%	-	-	-	-	49 25%	13 41%T

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		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	231	-**	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*
Net: Other than Process 1	167	-	167	-	-	124	42	85	-	-	-	-	148	17
		72% ^{nm}	72%			72%	73%	71%					75% ^{nm}	57%
Net: Other than Process 2	132	-	132	-	-	96	36	71	-	-	-	-	114	18
		57%	57%			55%	63%	60%					58%	58%
Net: Other than Process 1 or 2	121	-	121	-	-	87	34	63	-	-	-	-	109	11
		52% ^{nm}	52%			50%	60%	53%					56% ^{nm}	37%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 81
QA16b PROCESS SUMMARY And which of these was the main factor that made you decide to stay with your existing mobile provider...?
Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Process 1	14	7	7	4	7	3	8	6	12	2	12	2	-	-
<i>It's too time consuming to go through the process of switching from one provider to another</i>	6%	5%	7%	6%	6%	5%	6%	7%	7%	3%	6%	10%	-	-
<i>I was worried I might not be able to use my mobile during the switch</i>	5	2	3	2	3	1	4	1	5	*	4	1	-	-
<i>Difficulty when contacting my current provider</i>	2%	2%	3%	3%	2%	2%	3%	2%	3%	*	2%	7%	-	-
<i>I was worried I might have to pay two providers at the same time</i>	3	2	1	1	2	1	1	2	3	-	3	-	-	-
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	1%	2%	1%	2%	2%	1%	1%	3%	2%	-	2%	-	-	-
Process 2	2	2	1	1	1	*	1	1	2	1	2	-	-	-
<i>I negotiated/accepted a deal with my current provider</i>	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	-	-
<i>Did not want to change my mobile number</i>	2	-	2	*	1	*	1	*	1	1	1	1	-	-
<i>Not knowing what to do to switch</i>	1%	-	2%	*	1%	1%	1%	*	1%	1%	1%	3%	-	-
<i>Bad experience switching my mobile provider previously</i>	1	1	*	1	-	*	1	-	1	*	1	-	-	-
<i>Handset is locked to current network and I don't want a new handset</i>	*	1%	*	1%	-	1%	1%	-	*	*	1%	-	-	-
Other than Process 1 or 2	48	31	17	11	23	14	29	19	34	14	42	4	2	1
<i>Current provider is still the best deal/cheapest</i>	21%	23%	18%	17%	20%	28%	20%	23%	21%	20%	22%	21%	9%	17%
<i>There wasn't enough difference in cost to be worth switching</i>	28	17	10	5	14	8	19	8	19	8	23	2	2	1
<i>Prefer to stay with trusted/ known provider</i>	12%	12%	11%	7%	13%	17%	13%	10%	12%	12%	12%	13%	9%	11%
<i>Switcher - Switched provider in the last 18 months at QA7</i>	12	9	3	2	4	5	5	7	8	4	10	1	-	*
<i>Inactive - Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8</i>	5%	6%	3%	3%	4%	10%	3%	8%	5%	5%	6%	6%	-	5%
<i>Considerer - Considered and actively started looking but decided not to change provider in the last 12 months at QA8</i>	4	3	1	1	2	*	2	1	2	1	3	*	-	-
<i>Switcher - Switched provider in the last 12 months at QA7</i>	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	-	-
<i>Inactive - Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8</i>	3	2	1	3	-	-	1	2	3	-	3	-	-	-
<i>Considerer - Considered and actively started looking but decided not to change provider in the last 12 months at QA8</i>	1%	1%	1%	4%	-	-	1%	2%	2%	-	1%	-	-	-
<i>Switcher - Switched provider in the last 12 months at QA7</i>	3	1	2	-	2	*	2	*	2	*	3	-	-	-
<i>Inactive - Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8</i>	1%	1%	2%	-	2%	*	1%	1%	1%	1%	1%	-	-	-
Other than Process 1 or 2	164	95	69	49	81	33	108	55	116	48	129	13	16	6
<i>Current provider is still the best deal/cheapest</i>	71%	69%	73%	72%	72%	66%	74%	65%	71%	71%	68%	70%	91%	83%
<i>There wasn't enough difference in cost to be worth switching</i>	47	31	16	14	23	9	30	17	35	12	33	2	10	2
<i>Prefer to stay with trusted/ known provider</i>	20%	22%	17%	21%	21%	18%	21%	20%	21%	18%	18%	9%	53%	36%
<i>Switcher - Switched provider in the last 18 months at QA7</i>	11	7	4	1	5	5	9	2	8	3	9	*	1	*
<i>Inactive - Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8</i>	5%	5%	4%	2%	5%	10%	6%	3%	5%	5%	5%	2%	7%	5%
<i>Prefer to stay with trusted/ known provider</i>	11	4	7	5	5	1	8	3	8	3	8	1	2	*
<i>Inactive - Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8</i>	5%	3%	7%	7%	4%	3%	5%	4%	5%	5%	4%	7%	8%	4%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 81
QA16b PROCESS SUMMARY And which of these was the main factor that made you decide to stay with your existing mobile provider...?
Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Current provider has the best quality of service (e.g. network coverage)	11	6	4	3	5	3	7	4	7	3	9	1	-	-
I was still in a contract so couldn't leave/would need to pay to leave	7	2	5	4	2	1	5	3	3	4	7	-	-	1
Worried service wouldn't be as good with new provider	7	4	3	2	4	1	5	2	5	2	5	2	-	-
Didn't want to lose friends and family or other call discounts	5	4	1	1	4	*	3	2	4	1	4	1	-	*
Didn't want to pay the upfront cost of the new handset	4	2	2	1	3	*	4	1	4	*	4	-	-	-
Lack of choice	3	2	1	*	2	1	1	2	3	-	2	1	-	-
Bad experience switching other services previously	3	2	1	2	*	*	2	*	*	2	2	*	-	-
Hassle to set up a new online account	2	1	1	2	*	*	1	1	1	1	2	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	2	1	1	1	1	-	1	1	2	-	2	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	2	1	1	-	1	1	1	1	1	*	2	-	-	-
Would take too long to research the market	1	1	1	1	1	-	-	1	1	-	1	-	-	-
Difficulty comparing what other providers were offering	1	*	1	*	*	1	1	1	*	1	1	-	-	-
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	*	-	*	*	-	-	*	-	*	-	-	-	-	*
Other	45	26	19	11	24	10	32	13	31	14	35	5	4	1
	19%	19%	21%	16%	21%	20%	22%	16%	19%	21%	19%	25%	23%	20%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 81
QA16b PROCESS SUMMARY And which of these was the main factor that made you decide to stay with your existing mobile provider...?
Base: All considerers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Process 1	14	-	14	-	-	10	4	9	-	-	-	-	7	7
	6%	-	6%	-	-	6%	6%	6%	-	-	-	-	4%	21%
<i>It's too time consuming to go through the process of switching from one provider to another</i>	5	-	5	-	-	5	1	4	-	-	-	-	3	2
	2%	-	2%	-	-	3%	1%	3%	-	-	-	-	2%	7%
<i>I was worried I might not be able to use my mobile during the switch</i>	3	-	3	-	-	2	1	3	-	-	-	-	2	1
	1%	-	1%	-	-	1%	2%	3%	-	-	-	-	1%	4%
<i>Difficulty when contacting my current provider</i>	2	-	2	-	-	1	1	1	-	-	-	-	1	1
	1%	-	1%	-	-	1%	2%	1%	-	-	-	-	*	5%
<i>I was worried I might have to pay two providers at the same time</i>	2	-	2	-	-	1	1	1	-	-	-	-	1	1
	1%	-	1%	-	-	*	2%	1%	-	-	-	-	*	3%
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	1	-	1	-	-	1	-	*	-	-	-	-	*	1
	*	-	*	-	-	1%	-	*	-	-	-	-	*	2%
Process 2	48	-	48	-	-	39	9	23	-	-	-	-	41	6
	21%	-	21%	-	-	22%	16%	19%	-	-	-	-	21%	20%
<i>I negotiated/accepted a deal with my current provider</i>	28	-	28	-	-	25	2	13	-	-	-	-	26	2
	12%	-	12%	-	-	15%	4%	11%	-	-	-	-	13%	5%
<i>Did not want to change my mobile number</i>	12	-	12	-	-	9	3	5	-	-	-	-	8	3
	5%	-	5%	-	-	5%	5%	4%	-	-	-	-	4%	11%
<i>Not knowing what to do to switch</i>	4	-	4	-	-	2	1	2	-	-	-	-	3	*
	2%	-	2%	-	-	1%	2%	1%	-	-	-	-	2%	1%
<i>Bad experience switching my mobile provider previously</i>	3	-	3	-	-	1	2	1	-	-	-	-	3	-
	1%	-	1%	-	-	1%	3%	1%	-	-	-	-	1%	-
<i>Handset is locked to current network and I don't want a new handset</i>	3	-	3	-	-	1	1	2	-	-	-	-	2	1
	1%	-	1%	-	-	1%	2%	2%	-	-	-	-	1%	3%
Other than Process 1 or 2	164	-	164	-	-	122	42	82	-	-	-	-	143	17
	71%	-	71%	-	-	70%	72%	70%	-	-	-	-	73%	55%
<i>Current provider is still the best deal/cheapest</i>	47	-	47	-	-	35	12	25	-	-	-	-	45	1
	20%	-	20%	-	-	20%	21%	21%	-	-	-	-	23%	4%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 81
QA16b PROCESS SUMMARY And which of these was the main factor that made you decide to stay with your existing mobile provider...?
Base: All considerers

	Total (T)	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)					
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*					
<i>There wasn't enough difference in cost to be worth switching</i>	11	-	11	-	-	7	4	9	-	-	-	-	11	1					
	5%	-	5%	-	-	4%	8%	7%	-	-	-	-	5%	3%					
<i>Prefer to stay with trusted/ known provider</i>	11	-	11	-	-	8	4	3	-	-	-	-	11	*					
	5%	-	5%	-	-	4%	6%	3%	-	-	-	-	6%	1%					
<i>Current provider has the best quality of service (e.g. network coverage)</i>	11	-	11	-	-	10	1	5	-	-	-	-	10	1					
	5%	-	5%	-	-	6%	1%	4%	-	-	-	-	5%	2%					
<i>I was still in a contract so couldn't leave/would need to pay to leave</i>	7	-	7	-	-	7	1	3	-	-	-	-	5	3					
	3%	-	3%	-	-	4%	1%	3%	-	-	-	-	2%	9%					
<i>Worried service wouldn't be as good with new provider</i>	7	-	7	-	-	4	3	3	-	-	-	-	7	*					
	3%	-	3%	-	-	3%	5%	3%	-	-	-	-	3%	1%					
<i>Didn't want to lose friends and family or other call discounts</i>	5	-	5	-	-	2	3	4	-	-	-	-	4	1					
	2%	-	2%	-	-	1%	4%	4%	-	-	-	-	2%	2%					
<i>Didn't want to pay the upfront cost of the new handset</i>	4	-	4	-	-	3	1	2	-	-	-	-	4	1					
	2%	-	2%	-	-	2%	2%	2%	-	-	-	-	2%	3%					
<i>Lack of choice</i>	3	-	3	-	-	2	1	2	-	-	-	-	1	2					
	1%	-	1%	-	-	1%	1%	2%	-	-	-	-	*	7%					
<i>Bad experience switching other services previously</i>	3	-	3	-	-	1	2	1	-	-	-	-	2	*					
	1%	-	1%	-	-	1%	3%	1%	-	-	-	-	1%	2%					
<i>Hassle to set up a new online account</i>	2	-	2	-	-	1	1	1	-	-	-	-	2	*					
	1%	-	1%	-	-	1%	2%	1%	-	-	-	-	1%	*					
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	2	-	2	-	-	1	1	1	-	-	-	-	2	-					
	1%	-	1%	-	-	1%	1%	1%	-	-	-	-	1%	-					
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	2	-	2	-	-	2	-	-	-	-	-	-	2	-					
	1%	-	1%	-	-	1%	-	-	-	-	-	-	1%	-					
<i>Would take too long to research the market</i>	1	-	1	-	-	1	-	1	-	-	-	-	1	1					
	1%	-	1%	-	-	1%	-	1%	-	-	-	-	*	2%					
<i>Difficulty comparing what other providers were offering</i>	1	-	1	-	-	1	-	1	-	-	-	-	1	*					
	1%	-	1%	-	-	1%	-	*	-	-	-	-	*	1%					

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 81
QA16b PROCESS SUMMARY And which of these was the main factor that made you decide to stay with your existing mobile provider...?
Base: All considerers

Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
*	-	*	-	-	*	-	*	-	-	-	-	*	-
*	-	*	-	-	*	-	*	-	-	-	-	*	-
45	-	45	-	-	36	9	21	-	-	-	-	37	6
19%	-	19%	-	-	21%	15%	18%	-	-	-	-	19%	18%

Base
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT Other

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 82
QA16c What was difficult about contacting your previous provider?
 Base: All switchers who had difficulty contacting provider

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	414	196	218	192	150	72	275	139	297	117	365	25	19	5
Base	325	156	169	167	116	42*	193	132	230	95*	294	16**	9**	5**
Effective Base	325	153	171	155	121	53	215	114	231	93	288	20	17	4
They kept me too long on the phone	143 44%	71 45%	72 43%	74 44%	51 44%	18 43%	87 45%	56 42%	98 43%	45 47%	128 44%	6 40%	4 43%	4 77%
They tried to convince me to stay with them	130 40%	71 46%	59 35%	74 44%	42 36%	14 35%	76 39%	55 41%	94 41%	36 38%	115 39%	6 37%	4 40%	5 92%
It was difficult getting through to my provider to cancel	129 40%	58 37%	72 42%	73 43%	43 37%	14 34%	79 41%	50 38%	95 41%	34 36%	115 39%	6 37%	5 56%	3 59%
Other	23 7%	10 6%	13 8%	9 5%	7 6%	7 18% ^{16cd}	13 7%	9 7%	14 6%	9 9%	20 7%	1 9%	*	*
Don't know/don't recall	20 6%	9 6%	12 7%	7 4%	11 9%	3 7%	13 7%	8 6%	12 5%	9 9%	18 6%	2 9%	1 6%	-

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 82
QA16c What was difficult about contacting your previous provider?
Base: All switchers who had difficulty contacting provider

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	414	-	234	180	-	-	295	235	169	341	67	-	-
Base	325	**	224	101	-	**	230	182	135	256	64*	-	**
Effective Base	325	-	195	149	-	-	229	188	129	268	54	-	-
They kept me too long on the phone	143	-	99	44	-	-	103	75	65	118	23	-	-
	44%	-	44%	44%	-	-	45%	41%	48%	46%	36%	-	-
They tried to convince me to stay with them	130	-	89	41	-	-	101	80	48	112	16	-	-
	40%	-	40%	40%	-	-	44%	44%	36%	44%	25%	-	-
It was difficult getting through to my provider to cancel	129	-	87	42	-	-	99	68	60	100	29	-	-
	40%	-	39%	42%	-	-	43%	37%	44%	39%	45%	-	-
Other	23	-	11	12	-	-	15	9	13	18	4	-	-
	7%	-	5%	12%	-	-	6%	5%	10%	7%	7%	-	-
Don't know/don't recall	20	-	14	6	-	-	9	12	6	14	5	-	-
	6%	-	6%	6%	-	-	4%	7%	5%	6%	8%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 83
QA16c What was difficult about contacting your current provider?
Base: All considerers who had difficulty contacting provider

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	142	67	75	55	58	29	85	57	99	43	132	5	1	4
Base	69	40*	29*	28*	32*	9**	37*	32*	51*	18*	63	3**	2**	1**
Effective Base	108	54	58	44	45	22	64	45	76	33	101	5	1	3
They kept me too long on the phone	25 37%	14 34%	12 41%	12 42%	11 35%	2 24%	13 37%	12 36%	18 35%	7 41%	23 37%	2 48%	-	* 28%
They tried to convince me to stay with them	22 32%	11 28%	10 36%	12 43%	9 27%	1 12%	11 31%	10 32%	17 33%	5 26%	20 32%	1 24%	-	1 62%
It was difficult getting through to my provider to cancel	12 18%	6 15%	6 22%	4 16%	6 19%	2 21%	5 15%	7 22%	8 16%	4 25%	11 18%	* 12%	-	1 53%
Other	3 5%	3 6%	1 3%	1 4%	* 1%	2 24%	2 6%	1 4%	1 1%	3 16% T	3 5%	1 17%	-	-
Don't know/don't recall	20 29%	12 31%	7 25%	6 21%	11 35%	3 30%	11 31%	9 27%	15 30%	4 24%	18 29%	-	2 100%	* 10%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 83
QA16c What was difficult about contacting your current provider?
 Base: All considerers who had difficulty contacting provider

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	142	-	142	-	105	37	80	-	-	-	-	105	31
Base	69	**	69	**	47*	22**	38*	**	**	**	**	52*	14**
Effective Base	108	-	108	-	82	28	65	-	-	-	-	79	24
They kept me too long on the phone	25	-	25	-	16	9	15	-	-	-	-	18	6
37%	-	37%	-	-	34%	43%	39%	-	-	-	-	35%	41%
They tried to convince me to stay with them	22	-	22	-	12	9	15	-	-	-	-	16	5
32%	-	32%	-	-	26%	43%	40%	-	-	-	-	31%	35%
It was difficult getting through to my provider to cancel	12	-	12	-	10	2	7	-	-	-	-	9	4
18%	-	18%	-	-	22%	10%	19%	-	-	-	-	17%	26%
Other	3	-	3	-	2	1	1	-	-	-	-	3	1
5%	-	5%	-	-	5%	6%	3%	-	-	-	-	5%	5%
Don't know/don't recall	20	-	20	-	16	4	8	-	-	-	-	18	1
29%	-	29%	-	-	34%	18%	22%	-	-	-	-	35%	7%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 84
 QA17a - Lack of choice
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	412	174	239	220	123	69	184	229	226	186	348	20	28	16
	9% ^T	8%	10%	14% ^T d/c	8%	5%	8%	10%	10%	8%	9%	6%	12% ^k	15% ^m
Minor factor	1079	483	596	464	364	251	517	562	605	475	913	80	61	26
	24% ^T	23%	25%	31% ^T d/c	24%	17%	23%	25%	27% ^T	21%	24%	23%	26%	24%
Not a factor at all	3020	1489	1531	846	1036	1139	1555	1465	1451	1570	2556	254	143	68
	67% ^T	69% ^T	65%	55%	68% ^T c	78% ^T d/c	69% ^T	65%	64%	70% ^T	67%	72%	62%	62%
NET Any factor	1492	657	835	683	488	320	701	791	831	661	1261	100	89	42
	33% ^T	31%	35% ^T	45% ^T d/c	32%	22%	31%	35% ^T	36% ^T	30%	33%	28%	38% ^T	38%

BDRc Continental/22052/V14

Prepared by BDRc Continental
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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 84
 QA17a - Lack of choice
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	412	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1079	-	-	-	-	-	-	-	-	-	-	-	-
	24%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	3020	-	-	-	-	-	-	-	-	-	-	-	-
	67%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	1492	-	-	-	-	-	-	-	-	-	-	-	-
	33%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 85
 QA17a - Worried service wouldn't be as good with new provider
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	1470	606	864	540	466	464	709	761	740	730	1249	108	74	39
		39% ^a	39% ^b	39% ^c	31% ^d	32% ^e	31% ^f	34% ^g	32% ^h	33% ⁱ	33% ^j	31% ^k	32% ^l	35% ^m
Minor factor	1585	784	801	583	558	445	814	771	855	730	1332	125	87	41
		31% ^a	34% ^b	38% ^c	37% ^d	30% ^e	36% ^f	34% ^g	31% ^h	33% ⁱ	35% ^j	35% ^k	37% ^l	38% ^m
Not a factor at all	1457	755	701	406	500	551	733	724	687	770	1236	120	70	30
		32% ^a	35% ^b	27% ^c	33% ^d	38% ^e	32% ^f	32% ^g	30% ^h	35% ⁱ	32% ^j	34% ^k	30% ^l	27% ^m
NET Any factor	3055	1390	1665	1123	1024	908	1523	1532	1595	1460	2581	234	161	80
		68% ^a	70% ^b	73% ^c	67% ^d	62% ^e	68% ^f	68% ^g	70% ^h	65% ⁱ	68% ^j	66% ^k	70% ^l	73% ^m

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 85
QA17a - Worried service wouldn't be as good with new provider
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	1470	-	-	-	-	-	-	-	-	-	-	-	-
	33%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1585	-	-	-	-	-	-	-	-	-	-	-	-
	35%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	1457	-	-	-	-	-	-	-	-	-	-	-	-
	32%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	3055	-	-	-	-	-	-	-	-	-	-	-	-
	68%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 86
 QA17a - There's not enough difference in cost to be worth switching
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	1481	658	823	547	466	468	735	746	751	730	1284	97	73	27
	33%	31%	35% ^a	36% ^d	31%	32%	33%	33%	33%	33%	34% ^k	27%	31%	25%
Minor factor	1652	822	831	578	570	503	853	800	882	770	1388	138	83	44
	37%	38%	35%	38%	37%	35%	38%	35%	39%	35%	36%	39%	36%	40%
Not a factor at all	1379	666	713	404	487	488	668	710	649	730	1145	119	76	39
	31% ^c	31%	30%	26%	32% ^c	33% ^f	30%	31%	28%	33% ^h	30%	34%	33%	35%
NET Any factor	3133	1480	1654	1125	1037	971	1588	1546	1633	1501	2672	235	155	71
	69% ^d	69%	70%	74% ^d	68%	67%	70%	69%	72% ^h	67%	70%	66%	67%	65%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 86
 QA17a - There's not enough difference in cost to be worth switching
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	1481	-	-	-	-	-	-	-	-	-	-	-	-
	33%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1652	-	-	-	-	-	-	-	-	-	-	-	-
	37%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	1379	-	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	3133	-	-	-	-	-	-	-	-	-	-	-	-
	69%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 87
 QA17a - Don't know how to change provider/ switch
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	337	136	200	152	101	84	189	148	169	168	280	28	19	10
	7% ^a	6%	8% ^a	10% ^{Tcd}	7%	6%	9% ^g	7%	7%	8%	7%	8%	8%	9%
Minor factor	811	376	435	358	242	212	399	412	447	364	691	66	38	17
	19% ^a	18%	18%	23% ^{Tcd}	16%	15%	18%	18%	20%	16%	18%	19%	16%	15%
Not a factor at all	3364	1633	1731	1019	1181	1164	1668	1696	1666	1699	2847	259	175	84
	79% ^a	76%	73%	67%	78% ^{Tc}	80% ^{Tc}	74%	75%	73%	76% ^h	75%	73%	76%	76%
NET Any factor	1148	513	635	510	342	295	588	560	616	532	970	94	57	27
	25% ^a	24%	27%	33% ^{Tcd}	22%	20%	26%	25%	27% ^h	24%	25%	27%	24%	24%

BDRC Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 87
 QA17a - Don't know how to change provider/ switch
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	337	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	811	-	-	-	-	-	-	-	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	3364	-	-	-	-	-	-	-	-	-	-	-	-
	75%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	1148	-	-	-	-	-	-	-	-	-	-	-	-
	25%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 88
 QA17a - No other provider has reception/ coverage in my area
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	661	279	382	272	193	196	306	355	323	337	541	51	49	20
	15%	13%	19% ^a	19% ^{Tde}	13%	13%	14%	16%	14%	15%	14%	14%	21% ^{Tl}	18%
Minor factor	950	411	539	417	302	231	447	502	532	418	790	76	57	27
	21% ^{de}	19%	22% ^{de}	27% ^{Tde}	20% ^{de}	16%	20%	22%	23%	19%	21%	22%	24%	25%
Not a factor at all	2901	1456	1445	841	1028	1032	1503	1398	1426	1475	2486	226	125	63
	64% ^{dekl}	68% ^{Tde}	61%	55%	67% ^{Tc}	71% ^{Tc}	67% ^{de}	62%	63%	68% ^{de}	65% ^{kl}	64%	54%	57%
NET Any factor	1611	689	921	689	495	427	753	858	855	756	1331	127	106	47
	36% ^{adekl}	32%	39% ^{Ta}	45% ^{Tde}	33%	29%	33%	38% ^{kl}	37% ^{kl}	34%	35%	36%	46% ^{Tkl}	43%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 88
 QA17a - No other provider has reception/ coverage in my area
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	661	-	-	-	-	-	-	-	-	-	-	-	-
	15%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	950	-	-	-	-	-	-	-	-	-	-	-	-
	21%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2901	-	-	-	-	-	-	-	-	-	-	-	-
	64%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	1611	-	-	-	-	-	-	-	-	-	-	-	-
	36%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

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 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 89
 QA17a - It's too time consuming to go through the process of switching from one provider to another
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	981	392	589	398	316	267	524	457	504	477	840	67	54	20
		22%ab	18%	25%Ta	20%Tde	21%	18%	23%g	20%	22%	22%	19%	24%	18%
Minor factor	1510	704	806	594	499	417	768	742	840	670	1296	111	69	33
		33%ad	34%	39%Tde	33%de	29%	34%	33%	31%T	30%	34%	31%	30%	30%
Not a factor at all	2021	1050	971	537	709	775	964	1057	937	1084	1681	176	107	57
		45%bch	49%Td	41%	35%	47%c	52%Tcd	43%	47%	41%	44%	50%	46%	51%
NET Any factor	2491	1096	1395	992	815	684	1292	1199	1345	1146	2135	178	124	54
		55%adei	51%	59%Ta	65%Tde	53%	47%	57%g	53%	59%T	56%	50%	54%	49%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 89
 QA17a - It's too time consuming to go through the process of switching from one provider to another
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	981	-	-	-	-	-	-	-	-	-	-	-	-
	22%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1510	-	-	-	-	-	-	-	-	-	-	-	-
	33%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2021	-	-	-	-	-	-	-	-	-	-	-	-
	45%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2491	-	-	-	-	-	-	-	-	-	-	-	-
	55%	-	-	-	-	-	-	-	-	-	-	-	-

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 ** very small base (under 30) ineligible for sig testing

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 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 90
 QA17a - Need to wait until the end of my contract/ until I can switch without paying a penalty
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	1101	421	679	497	389	214	588	513	644	457	947	80	43	31
		24% _{col}	29% _{col}	39% _{col}	26% _{col}	15% _{col}	28% _{col}	23% _{col}	29% _{col}	20% _{col}	25% _{col}	22% _{col}	18% _{col}	28% _{col}
Minor factor	855	387	468	401	276	177	417	438	490	365	727	67	43	17
		19% _{col}	20% _{col}	28% _{col}	18% _{col}	12% _{col}	18% _{col}	19% _{col}	21% _{col}	16% _{col}	19% _{col}	19% _{col}	19% _{col}	16% _{col}
Not a factor at all	2557	1338	1219	631	858	1068	1252	1305	1148	1408	2142	207	146	62
		57% _{col}	62% _{col}	41% _{col}	58% _{col}	73% _{col}	55% _{col}	58% _{col}	50% _{col}	63% _{col}	56% _{col}	58% _{col}	63% _{col}	56% _{col}
NET Any factor	1955	808	1148	899	666	391	1005	951	1133	822	1675	147	85	48
		43% _{col}	48% _{col}	59% _{col}	44% _{col}	27% _{col}	45% _{col}	42% _{col}	50% _{col}	37% _{col}	44% _{col}	42% _{col}	37% _{col}	44% _{col}

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 90
 QA17a - Need to wait until the end of my contract/ until I can switch without paying a penalty
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	1101	-	-	-	-	-	-	-	-	-	-	-	-
	24%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	855	-	-	-	-	-	-	-	-	-	-	-	-
	19%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2557	-	-	-	-	-	-	-	-	-	-	-	-
	57%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	1955	-	-	-	-	-	-	-	-	-	-	-	-
	43%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 91
 QA17a - Don't want to go through the hassle of setting up a new online account
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	1031	472	559	368	322	341	520	511	511	520	875	67	60	28
	23%	22%	24%	24%	21%	23%	23%	23%	22%	23%	23%	19%	26%	25%
Minor factor	1388	660	728	583	439	366	727	661	774	615	1206	91	69	22
	31% ^{sdm}	31%	31%	38% ^{Tde}	23% ^{de}	25%	32%	29%	34% ^T	28%	32% ^{dm}	26%	30%	20%
Not a factor at all	2093	1014	1079	578	763	752	1009	1084	997	1095	1736	195	101	61
	48% ^{sd}	47%	46%	38%	50% ^{Tc}	52% ^{Tc}	45%	48%	44%	49% ^{ch}	45%	55% ^{Tl}	44%	55%
NET Any factor	2419	1132	1287	951	761	707	1247	1172	1284	1135	2081	159	130	50
	54% ^{sdh}	53%	54%	62% ^{Tdh}	50%	48%	55%	52%	56% ^{dh}	51%	55% ^{dh}	45%	56% ^{dh}	45%

BDRc Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 91
QA17a - Don't want to go through the hassle of setting up a new online account
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	1031	-	-	-	-	-	-	-	-	-	-	-	-
	23%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1388	-	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2093	-	-	-	-	-	-	-	-	-	-	-	-
	46%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2419	-	-	-	-	-	-	-	-	-	-	-	-
	54%	-	-	-	-	-	-	-	-	-	-	-	-

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Switcher = Switched provider in the last 18 months at QA7
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 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 92
 QA17a - Concerned about having no service while switching to another provider
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	883	339	544	379	286	218	434	449	457	426	748	55	50	30
		20% _{ma}	25% _{fa}	29% _{tdc}	19% _{td}	15%	19%	20%	20%	19%	20%	15%	22%	27% _{ni}
Minor factor	1339	656	683	545	448	346	692	647	757	582	1162	91	59	26
		31% _{ma}	29%	38% _{tdc}	29% _{td}	24%	31%	29%	33% _{td}	26%	30%	26%	26%	24%
Not a factor at all	2290	1151	1140	605	790	896	1130	1160	1067	1223	1906	208	122	54
		51% _{ma}	54% _{fa}	48%	40%	52% _{tdc}	50%	51%	47%	58% _{td}	50%	59% _{td}	53%	49%
NET Any factor	2222	995	1227	924	734	564	1126	1095	1214	1007	1911	145	110	56
		49% _{ma}	52% _{fa}	60% _{tdc}	48% _{td}	39%	50%	49%	53% _{td}	45%	50% _{td}	41%	47%	51%

BDRC Continental/22052/V14

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 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 92
 QA17a - Concerned about having no service while switching to another provider
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	883	-	-	-	-	-	-	-	-	-	-	-	-
20%		-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1339	-	-	-	-	-	-	-	-	-	-	-	-
30%		-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2290	-	-	-	-	-	-	-	-	-	-	-	-
51%		-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2222	-	-	-	-	-	-	-	-	-	-	-	-
49%		-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 93
 QA17a - Don't want to lose friends and family or other call discounts
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	732	307	425	302	216	215	347	385	362	371	608	53	40	30
	16%	14%	19% ^a	20% ^{Tde}	14%	15%	15%	17%	16%	17%	16%	15%	17%	28% ^{Tj}
Minor factor	1024	484	540	415	351	258	496	527	555	468	882	68	50	23
	23% ^{sd}	23%	23%	27% ^{Tde}	23% ^{sd}	18%	22%	23%	24% ^{sd}	21%	23%	19%	22%	21%
Not a factor at all	2756	1355	1401	813	957	987	1413	1343	1365	1392	2327	232	141	56
	61% ^{sd}	63% ^{sd}	59%	53% ^{sd}	63% ^{sd}	66% ^{Tcd}	63%	60%	60%	62%	61%	60% ^{sd}	61%	51%
NET Any factor	1756	791	965	716	567	472	843	913	917	839	1490	121	90	54
	39% ^{sd}	37%	41% ^{sd}	47% ^{Tde}	37% ^{sd}	32%	37%	40%	40%	38%	39%	34%	39%	49% ^{sd}

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Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 93
 QA17a - Don't want to lose friends and family or other call discounts
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	732	-	-	-	-	-	-	-	-	-	-	-	-
	16%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1024	-	-	-	-	-	-	-	-	-	-	-	-
	23%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2756	-	-	-	-	-	-	-	-	-	-	-	-
	61%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	1756	-	-	-	-	-	-	-	-	-	-	-	-
	39%	-	-	-	-	-	-	-	-	-	-	-	-

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Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 94
 QA17a - Concerned about paying two providers at the same time
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	975	423	552	373	316	286	454	521	487	488	835	59	48	33
	22%	20%	23% ^a	24% ^a	21%	20%	20%	23% ^a	21%	22%	22% ^a	17%	21%	30% ^a
Minor factor	1127	533	595	474	365	288	597	531	628	499	959	87	58	23
	23% ^a	25%	25%	31% ^{Tde}	24% ^a	20%	26%	24%	23% ^a	22%	25%	25%	25%	21%
Not a factor at all	2410	1190	1220	682	842	885	1206	1204	1166	1244	2022	208	125	54
	53% ^a	55% ^a	52%	45% ^a	55% ^a	51% ^{Tde}	53%	53%	51%	56% ^a	53%	59%	54%	49%
NET Any factor	2102	956	1147	847	681	574	1051	1052	1115	987	1794	146	106	56
	47% ^a	45%	48% ^a	55% ^{Tde}	45% ^a	39%	47%	47%	49% ^a	44%	47%	41%	46%	51%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 94
QA17a - Concerned about paying two providers at the same time
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	975	-	-	-	-	-	-	-	-	-	-	-	-
	22%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1127	-	-	-	-	-	-	-	-	-	-	-	-
	25%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2410	-	-	-	-	-	-	-	-	-	-	-	-
	53%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2102	-	-	-	-	-	-	-	-	-	-	-	-
	47%	-	-	-	-	-	-	-	-	-	-	-	-

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 95
 QA17a - Did not want to lose my phone number
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	1671	693	978	605	531	535	841	830	861	810	1433	116	87	35
		37% _{ac}	41% _{Ta}	40% _{cd}	35%	37%	37%	37%	38%	36%	38%	33%	38%	32%
Minor factor	1216	581	635	466	426	324	595	621	643	573	1035	94	57	30
		27% _{ac}	27%	31% _{cd}	28% _{de}	22%	26%	28%	28%	26%	27%	27%	25%	27%
Not a factor at all	1625	871	754	458	567	600	820	805	778	847	1348	144	87	45
		30% _{abc}	41% _{Td}	32%	30%	37% _{cd}	36%	36%	34%	36% _{hi}	35%	41%	38%	41%
NET Any factor	2887	1274	1613	1071	957	859	1436	1451	1503	1384	2469	210	144	65
		64% _{abc}	68% _{Ta}	70% _{Tde}	63% _{de}	59%	64%	64%	66% _{hi}	62%	65%	59%	62%	59%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 95
 QA17a - Did not want to lose my phone number
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	1671	-	-	-	-	-	-	-	-	-	-	-	-
	37%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1216	-	-	-	-	-	-	-	-	-	-	-	-
	27%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	1625	-	-	-	-	-	-	-	-	-	-	-	-
	36%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2887	-	-	-	-	-	-	-	-	-	-	-	-
	64%	-	-	-	-	-	-	-	-	-	-	-	-

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 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 96
 QA17a - Current provider is still the best deal/ cheapest
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	2155	985	1170	708	728	719	1056	1098	1054	1100	1825	158	112	59
	48%	46%	49%	46%	48%	49%	47%	49%	46%	49%	48%	45%	48%	54%
Minor factor	1337	653	684	502	453	382	674	663	721	615	1138	99	68	32
	32%	30%	29%	33%	30%	26%	30%	29%	32%	28%	30%	28%	30%	29%
Not a factor at all	1021	508	512	319	343	358	526	494	506	515	854	97	51	19
	23%	24%	22%	21%	23%	25%	23%	22%	22%	23%	22%	27%	22%	17%
NET Any factor	3491	1638	1854	1210	1181	1101	1730	1762	1776	1716	2963	257	180	92
	77%	76%	78%	78%	77%	75%	77%	78%	78%	77%	78%	73%	78%	83%

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 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 96
 QA17a - Current provider is still the best deal/ cheapest
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	2155	-	-	-	-	-	-	-	-	-	-	-	-
	48%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1337	-	-	-	-	-	-	-	-	-	-	-	-
	30%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	1021	-	-	-	-	-	-	-	-	-	-	-	-
	23%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	3491	-	-	-	-	-	-	-	-	-	-	-	-
	77%	-	-	-	-	-	-	-	-	-	-	-	-

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 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 97
 QA17a - Prefer to stay with trusted/ known provider
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86	
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*	
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71	
Major factor	2368	1032	1336	789	733	846	1150	1218	1106	1262	2001	183	127	57	
		52% ^{a/h}	48% ^{b/i}	55% ^{c/j}	52% ^{d/k}	48% ^{e/l}	58% ^{f/m}	51% ^{g/n}	54% ^{h/o}	48% ^{i/p}	57% ^{q/r}	52% ^{s/t}	52% ^{u/v}	55% ^{w/x}	51% ^{y/z}
Minor factor	1380	708	672	521	495	365	718	662	769	611	1178	107	58	37	
		31% ^{a/h}	33% ^{b/i}	28% ^{c/j}	34% ^{d/k}	32% ^{e/l}	32% ^{f/m}	29% ^{g/n}	34% ^{h/o}	27% ^{i/p}	31% ^{q/r}	30% ^{s/t}	25% ^{u/v}	34% ^{w/x}	
Not a factor at all	764	406	358	219	296	248	388	376	406	358	638	63	47	16	
		17% ^{a/h}	15% ^{b/i}	14% ^{c/j}	19% ^{d/k}	17% ^{e/l}	17% ^{f/m}	17% ^{g/n}	18% ^{h/o}	16% ^{i/p}	17% ^{q/r}	18% ^{s/t}	20% ^{u/v}	15% ^{w/x}	
NET Any factor	3748	1740	2008	1310	1227	1211	1868	1880	1876	1872	3179	291	184	94	
		83% ^{a/h}	81% ^{b/i}	85% ^{c/j}	86% ^{d/k}	81% ^{e/l}	83% ^{f/m}	83% ^{g/n}	82% ^{h/o}	84% ^{i/p}	83% ^{q/r}	82% ^{s/t}	80% ^{u/v}	85% ^{w/x}	

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Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 97
 QA17a - Prefer to stay with trusted/ known provider
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	2368	-	-	-	-	-	-	-	-	-	-	-	-
	52%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1380	-	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	764	-	-	-	-	-	-	-	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	3748	-	-	-	-	-	-	-	-	-	-	-	-
	83%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 98
 QA17a - Problems/ issues with current provider are not sufficiently bad/ frequent to switch
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	1070	489	581	416	346	307	592	478	558	511	905	78	60	27
		29%	25%	27%Tde	23%	21%	28%Tg	21%	24%	23%	24%	22%	26%	24%
Minor factor	1341	598	743	557	439	344	693	648	747	594	1159	90	60	32
		28%	31%Tde	38%Tde	29%Tde	24%	31%	29%	33%T	27%	30%	25%	26%	29%
Not a factor at all	2101	1059	1042	555	738	807	971	1130	976	1125	1753	185	111	52
		47%Tde	49%Tde	44%	36%	48%Tde	55%Tde	43%	50%T	43%	50%T	46%	52%	48%
NET Any factor	2411	1087	1324	974	785	652	1285	1126	1306	1105	2064	169	120	59
		53%Tde	56%Tde	64%Tde	52%Tde	45%	57%Tg	50%	57%T	50%	54%T	48%	52%	53%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 98
 QA17a - Problems/ issues with current provider are not sufficiently bad/ frequent to switch
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	1070	-	-	-	-	-	-	-	-	-	-	-	-
	24%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1341	-	-	-	-	-	-	-	-	-	-	-	-
	30%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2101	-	-	-	-	-	-	-	-	-	-	-	-
	47%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2411	-	-	-	-	-	-	-	-	-	-	-	-
	53%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 99
 QA17a - It's too time-consuming to find a better deal
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	900	359	541	357	280	264	461	439	453	447	752	67	52	29
	20% _{col}	17%	23% _{Ta}	29% _{Tde}	18%	18%	20%	19%	20%	20%	20%	19%	22%	27%
Minor factor	1584	774	810	626	522	435	824	759	896	687	1368	118	72	26
	37% _{col}	36%	34%	41% _{Tde}	34% _{col}	30%	37%	34%	50% _T	31%	50% _{col}	33%	31%	23%
Not a factor at all	2028	1013	1015	546	722	760	971	1057	932	1096	1697	168	108	55
	49% _{col}	47% _{col}	43%	36%	47% _{col}	52% _{Tde}	43%	47% _{col}	41%	48% _T	44%	48%	47%	50%
NET Any factor	2484	1133	1351	983	802	699	1285	1199	1350	1134	2120	185	124	55
	55% _{col}	53%	57% _{col}	64% _{Tde}	53% _{col}	48%	57% _{col}	53%	59% _T	51%	56%	52%	53%	50%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 99
QA17a - It's too time-consuming to find a better deal
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	900	-	-	-	-	-	-	-	-	-	-	-	-
20%		-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1584	-	-	-	-	-	-	-	-	-	-	-	-
35%		-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2028	-	-	-	-	-	-	-	-	-	-	-	-
45%		-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2484	-	-	-	-	-	-	-	-	-	-	-	-
55%		-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 100
 QA17a - It's difficult to compare the services available from different providers
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	900	407	493	333	255	312	489	411	432	468	749	69	57	25
		19%	21%	20%	17%	21%	22%	18%	19%	21%	20%	20%	25%	22%
Minor factor	1582	745	837	565	544	474	821	762	869	713	1356	118	76	33
		35%	35%	37%	36%	32%	36%	34%	33%	32%	36%	33%	33%	30%
Not a factor at all	2029	993	1036	631	725	674	946	1083	980	1049	1711	166	99	53
		46%	44%	41%	48%	48%	42%	48%	43%	47%	45%	47%	43%	48%
NET Any factor	2483	1152	1330	898	799	785	1310	1173	1301	1182	2106	187	133	57
		54%	56%	59%	52%	54%	58%	52%	57%	53%	55%	53%	57%	52%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 100
 QA17a - It's difficult to compare the services available from different providers
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	900	-	-	-	-	-	-	-	-	-	-	-	-
20%		-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1582	-	-	-	-	-	-	-	-	-	-	-	-
35%		-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2029	-	-	-	-	-	-	-	-	-	-	-	-
45%		-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2483	-	-	-	-	-	-	-	-	-	-	-	-
55%		-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 101
 QA17a - Just haven't had time/ haven't got around to it yet
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	626	254	371	270	220	135	338	288	364	261	519	54	40	12
	14% _{ab}	12%	16% _{ab}	19% _{cd}	14% _{de}	9%	15%	13%	18% _h	12%	14%	15%	17%	11%
Minor factor	1182	559	623	507	381	293	631	551	689	493	1027	71	50	34
	29% _{ab}	26%	26%	33% _{cd}	28% _{de}	20%	28% _f	24%	30% _h	22%	27% _k	20%	22%	30%
Not a factor at all	2705	1333	1372	752	922	1031	1288	1417	1228	1476	2271	228	141	65
	66% _{cd}	62% _{ab}	58%	49%	60% _{cd}	71% _{cd}	57%	63% _{fg}	54%	66% _{hi}	59%	65%	61%	59%
NET Any factor	1807	813	994	777	602	428	968	839	1053	754	1546	125	90	45
	40% _{ab}	38%	42% _{ab}	51% _{cd}	40% _{de}	29%	43% _{fg}	37%	46% _h	34%	41%	35%	39%	41%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 101
 QA17a - Just haven't had time/ haven't got around to it yet
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	626	-	-	-	-	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1182	-	-	-	-	-	-	-	-	-	-	-	-
	26%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2705	-	-	-	-	-	-	-	-	-	-	-	-
	60%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	1807	-	-	-	-	-	-	-	-	-	-	-	-
	40%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 102
 QA17a - Bad experience when switching my mobile provider previously
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	314	139	175	178	96	40	152	162	168	146	264	19	21	10
	7% ^{ae}	6%	7%	12% ^{Tde}	8% ^{ae}	3%	7%	7%	7%	7%	7%	5%	9%	9%
Minor factor	649	280	369	336	214	99	280	369	367	282	566	31	39	12
	14% ^{dekl}	13%	14% ^{ae}	22% ^{Tde}	14% ^{ae}	7%	12%	14% ^{ae}	13%	13%	13% ^{ak}	9%	17% ^{kl}	11%
Not a factor at all	3549	1727	1822	1015	1214	1320	1824	1725	1747	1802	2986	304	171	88
	79% ^{de}	80% ^{ab}	77%	66% ^{ae}	80% ^{cd}	80% ^{Ted}	81% ^{fg}	76%	77%	81% ^{hi}	78%	80% ^{Tl}	74%	80% ^{lm}
NET Any factor	963	419	544	514	310	139	432	531	535	428	831	50	61	22
	21% ^{dekl}	20%	23% ^{ae}	34% ^{Tde}	20% ^{ae}	10%	19%	24% ^f	23% ^{hi}	19%	22% ^{ak}	14%	26% ^{kl}	20%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 102
 QA17a - Bad experience when switching my mobile provider previously
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	314	-	-	-	-	-	-	-	-	-	-	-	-
7%		-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	649	-	-	-	-	-	-	-	-	-	-	-	-
14%		-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	3549	-	-	-	-	-	-	-	-	-	-	-	-
79%		-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	963	-	-	-	-	-	-	-	-	-	-	-	-
21%		-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 103
 QA17a - Bad experience switching other services previously
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	352	159	194	204	93	56	170	182	187	165	301	21	23	8
	8% _{Tde}	7%	8%	19% _{Tde}	6%	4%	8%	8%	8%	7%	8%	6%	10%	7%
Minor factor	707	325	382	345	238	124	330	377	392	315	611	42	41	12
	16% _{Tde}	15%	16%	23% _{Tde}	16% _{Tde}	8%	15%	17%	17%	14%	16%	12%	18%	11%
Not a factor at all	3453	1662	1791	980	1193	1280	1756	1697	1702	1751	2905	291	168	90
	77% _{Tde}	77%	76%	64% _{Tde}	76% _{Tde}	86% _{Tde}	78%	75%	75%	76% _{Tde}	76%	82% _{Tde}	73%	81%
NET Any factor	1059	483	576	549	331	179	500	559	579	480	912	63	64	21
	23% _{Tde}	23%	24%	36% _{Tde}	22% _{Tde}	12%	22%	25%	25% _{Tde}	22%	24% _{Tde}	18%	27% _{Tde}	19%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 103
 QA17a - Bad experience switching other services previously
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	352	-	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	707	-	-	-	-	-	-	-	-	-	-	-	-
	16%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	3453	-	-	-	-	-	-	-	-	-	-	-	-
	77%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	1059	-	-	-	-	-	-	-	-	-	-	-	-
	23%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 104
 QA17a - Current provider has the best quality of service (e.g. network coverage)
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	2001	909	1093	673	636	692	973	1029	979	1023	1672	149	122	58
	44%	42%	46%	44%	42%	47%	43%	46%	43%	46%	44%	42%	53%	53%
Minor factor	1367	649	718	508	472	386	702	665	718	649	1173	102	61	31
	33%	30%	30%	33%	31%	26%	31%	29%	31%	29%	31%	29%	26%	28%
Not a factor at all	1144	588	556	347	415	381	581	562	585	559	972	103	48	21
	25%	27%	23%	23%	27%	26%	26%	25%	26%	25%	25%	29%	21%	19%
NET Any factor	3368	1558	1810	1182	1108	1079	1675	1693	1697	1671	2845	251	183	90
	75%	73%	77%	77%	73%	74%	74%	75%	74%	75%	75%	71%	79%	81%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 104
 QA17a - Current provider has the best quality of service (e.g. network coverage)
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	2001	-	-	-	-	-	-	-	-	-	-	-	-
	44%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1367	-	-	-	-	-	-	-	-	-	-	-	-
	30%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	1144	-	-	-	-	-	-	-	-	-	-	-	-
	25%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	3368	-	-	-	-	-	-	-	-	-	-	-	-
	75%	-	-	-	-	-	-	-	-	-	-	-	-

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Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 105
 QA17a - Better handsets available with my current network/ didn't see any other handsets I liked
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	626	249	377	307	192	127	277	349	328	298	527	45	35	20
	14% ^{ab}	12%	16% ^{ba}	20% ^{cd}	13% ^{de}	9%	12%	15% ^{fg}	14%	13%	14%	13%	15%	18%
Minor factor	1092	517	575	472	361	259	553	539	613	479	930	86	51	25
	24% ^{ab}	24%	24%	31% ^{cd}	24% ^{de}	18%	25%	24%	27% ^{fg}	21%	24%	24%	22%	23%
Not a factor at all	2794	1380	1415	750	971	1073	1426	1368	1341	1454	2360	223	146	65
	62% ^{ab}	64% ^{ba}	60%	49%	64% ^{cd}	74% ^{de}	63%	61%	59%	68% ^{fg}	62%	63%	63%	59%
NET Any factor	1718	766	951	779	552	386	830	888	941	777	1456	131	86	45
	38% ^{ab}	36%	40% ^{ba}	51% ^{cd}	36% ^{de}	26%	37%	39%	41% ^{fg}	35%	38%	37%	37%	41%

BDRC Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 105
 QA17a - Better handsets available with my current network/ didn't see any other handsets I liked
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	626	-	-	-	-	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1092	-	-	-	-	-	-	-	-	-	-	-	-
	24%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2794	-	-	-	-	-	-	-	-	-	-	-	-
	62%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	1718	-	-	-	-	-	-	-	-	-	-	-	-
	38%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 106
 QA17a - Didn't want to pay the upfront cost of the new handset and don't want a new handset
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	1378	644	734	467	433	478	674	704	664	713	1154	97	90	37
	31%	30%	31%	31%	28%	33% ^{de}	30%	31%	29%	32%	30%	27%	38% ^{Tjl}	33%
Minor factor	1207	549	657	505	404	297	585	621	661	546	1041	91	47	27
	27% ^{de}	26%	28%	33% ^{Tde}	27% ^{de}	20%	26%	28%	32%	24%	27% ^{de}	26%	20%	24%
Not a factor at all	1928	953	975	558	686	684	997	931	956	972	1622	166	94	46
	43% ^{de}	44%	41%	36%	45% ^{de}	47% ^{Tde}	44%	41%	42%	44%	42%	47%	41%	42%
NET Any factor	2584	1193	1391	971	838	775	1260	1325	1325	1259	2195	188	137	64
	57% ^{de}	56%	59%	64% ^{Tde}	55%	53%	56%	59%	58%	56%	58%	53%	59%	58%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 106
 QA17a - Didn't want to pay the upfront cost of the new handset and don't want a new handset
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	1378	-	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1207	-	-	-	-	-	-	-	-	-	-	-	-
	27%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	1928	-	-	-	-	-	-	-	-	-	-	-	-
	43%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2584	-	-	-	-	-	-	-	-	-	-	-	-
	57%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

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Switcher = Switched provider in the last 18 months at QA7
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 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 107
 QA17a - Handset is locked to current network
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86	
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*	
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71	
Major factor	647	263	384	281	215	150	312	335	348	299	552	41	41	13	
		14% ^a	16% ^a	19% ^{Tde}	14% ^a	10% ^a	14% ^a	15% ^a	15% ^a	13% ^a	14% ^a	12% ^a	18% ^a	12% ^a	
Minor factor	994	451	543	453	332	209	480	514	560	434	856	76	43	19	
		21% ^a	23% ^a	31% ^{Tde}	22% ^a	14% ^a	21% ^a	23% ^a	23% ^T	19% ^a	22% ^a	21% ^a	19% ^a	17% ^a	
Not a factor at all	2871	1431	1440	795	976	1100	1464	1408	1374	1497	2409	237	148	78	
		64% ^{cdh}	67% ^{Td}	61% ^a	52% ^a	64% ^{nc}	75% ^{Tcd}	65% ^a	62% ^a	60% ^a	67% ^{Td}	63% ^a	67% ^a	64% ^a	71% ^a
NET Any factor	1641	714	926	734	547	359	792	848	908	733	1408	117	83	32	
		36% ^{adeh}	39% ^a	48% ^{Tde}	36% ^a	25% ^a	35% ^a	38% ^a	40% ^T	33% ^a	37% ^a	33% ^a	36% ^a	29% ^a	

BDRc Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 107
 QA17a - Handset is locked to current network
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	647	-	-	-	-	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	994	-	-	-	-	-	-	-	-	-	-	-	-
	22%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2871	-	-	-	-	-	-	-	-	-	-	-	-
	64%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	1641	-	-	-	-	-	-	-	-	-	-	-	-
	36%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 108
 QA17a - Too much hassle to cancel my current service
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Major factor	993	403	590	410	314	269	529	465	503	490	829	78	53	33
		22% ^{aab}	27% ^{ba}	27% ^{Tde}	21%	18%	23%	21%	22%	22%	22%	22%	23%	30%
Minor factor	1433	686	747	562	494	377	751	682	833	600	1254	98	57	24
		32% ^{aa}	32% ^{ba}	37% ^{Tde}	32% ^{ae}	26%	33%	30%	37% ^T	27%	43% ^{ad}	28%	25%	22%
Not a factor at all	2085	1056	1029	557	715	813	976	1109	945	1140	1734	177	121	53
		48% ^{adh}	49% ^{ba}	43%	36% ^{ac}	47% ^{bc}	43% ^{Tcd}	49%	41% ^T	51% ^{Td}	45%	50%	52%	48%
NET Any factor	2427	1090	1337	972	809	646	1280	1147	1336	1090	2083	176	110	58
		54% ^{ae}	57% ^{ae}	64% ^{Tde}	53% ^{ae}	44%	57% ^{Td}	51%	59% ^{Td}	49%	55%	50%	48%	52%

BDRc Continental/22052/V14

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 * small base

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 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 108
 QA17a - Too much hassle to cancel my current service
 Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Major factor	993	-	-	-	-	-	-	-	-	-	-	-	-
	22%	-	-	-	-	-	-	-	-	-	-	-	-
Minor factor	1433	-	-	-	-	-	-	-	-	-	-	-	-
	32%	-	-	-	-	-	-	-	-	-	-	-	-
Not a factor at all	2085	-	-	-	-	-	-	-	-	-	-	-	-
	46%	-	-	-	-	-	-	-	-	-	-	-	-
NET Any factor	2427	-	-	-	-	-	-	-	-	-	-	-	-
	54%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 109
QA17b And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Current provider is still the best deal/ cheapest	776	346	430	244	276	255	394	382	370	405	675	44	35	21
17%	16%	18%	16%	18%	17%	17%	17%	17%	16%	18%	18%	13%	15%	19%
Prefer to stay with trusted/ known provider	685	327	358	192	212	282	307	378	308	377	576	69	25	15
15%	15%	15%	13%	14%	19%Tcd	14%	17%Tg	13%	17%Th	15%	20%Tj	11%	14%	
Current provider has the best quality of service (e.g. network coverage)	428	220	208	103	144	181	216	211	204	224	365	32	22	8
8%	9%Tcd	10%	9%	7%	9%Tcd	12%Tcd	10%	9%	9%	10%	10%	9%	10%	8%
Did not want to lose my phone number	356	148	208	130	112	114	186	169	173	183	306	28	12	10
8%	7%	9%Tcd	8%	7%	8%	8%	8%	8%	8%	8%	8%	8%	5%	9%
Need to wait until the end of my contract/ until I can switch without paying a penalty	313	132	182	131	119	63	160	154	200	113	265	28	15	6
7%Tcd	6%	8%	9%Tcd	9%Tcd	4%	7%	7%	9%Tj	5%	7%	8%	7%	5%	
There's not enough difference in cost to be worth switching	260	121	140	98	71	91	148	113	127	133	220	14	18	9
6%	6%	6%	6%	5%	6%	7%	5%	6%	6%	6%	6%	4%	8%	8%
Didn't want to pay the upfront cost of the new handset and don't want a new handset	155	94	61	53	41	62	69	86	69	86	124	11	20	1
3%	4%Tcd	3%	3%	3%	4%Tcd	3%	4%	3%	4%	3%	3%	3%Tjkm	1%	
Just haven't had time/ haven't got around to it yet	118	60	57	38	47	33	65	53	77	41	96	10	8	4
3%	3%	2%	3%	3%	2%	3%	2%	3%	2%	2%	3%	3%	3%	3%
Worried service wouldn't be as good with new provider	111	51	60	44	42	25	44	67	71	40	94	9	3	4
2%	2%	3%	3%	3%	2%	2%	2%	3%	3%	2%	2%	3%	1%	4%
Too much hassle to cancel my current service	97	45	52	48	35	15	57	40	59	38	79	6	9	2
2%Tcd	2%	2%	3%Tcd	2%Tcd	1%	3%	2%	3%	2%	2%	2%	2%	4%	2%
No other provider has reception/ coverage in my area	86	33	53	23	31	32	42	44	51	34	66	6	10	3
2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%Tj	3%
It's difficult to compare the services available from different providers	84	46	38	25	30	29	51	33	40	44	71	5	7	2
2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%
It's too time consuming to go through the process of switching from one provider to another	83	42	41	39	26	17	56	27	48	34	74	7	-	1
2%	2%	2%	3%Tcd	2%	1%	2%	2%Tg	1%	2%	2%	2%	2%	-	1%
Handset is locked to current network	70	27	43	33	18	19	37	33	35	35	59	9	3	-
2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	63	28	34	20	24	19	38	25	30	33	52	8	2	-
1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	-

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 109
QA17b And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Don't want to lose friends and family or other call discounts	58 1%	17 1%	41 2%	20 1%	22 1%	16 1%	28 1%	29 1%	36 2%	22 1%	45 1%	5 1%	2 1%	6 5%
It's too time-consuming to find a better deal	53 1%	12 1%	41 2%	26 2%	19 1%	8 1%	29 1%	24 1%	26 1%	26 1%	47 1%	3 1%	2 1%	-
Concerned about paying two providers at the same time	48 1%	23 1%	25 1%	18 1%	19 1%	11 1%	16 1%	32 1%	25 1%	23 1%	46 1%	-	-	2 2%
Don't want to go through the hassle of setting up a new online account	46 1%	36 2%	10 *	16 1%	17 1%	14 1%	27 1%	19 1%	22 1%	24 1%	39 1%	4 1%	2 1%	2 1%
Concerned about having no service while switching to another provider	38 1%	15 1%	23 1%	19 1%	14 1%	5 *	19 1%	19 1%	15 1%	24 1%	30 1%	5 1%	3 1%	1 1%
Lack of choice	34 1%	16 1%	19 1%	25 2%	7 *	2 *	14 1%	21 1%	15 1%	19 1%	27 1%	4 1%	2 1%	2 2%
Bad experience when switching my mobile provider previously	25 1%	13 1%	12 1%	14 1%	7 *	5 *	13 1%	12 1%	10 *	15 1%	21 1%	2 1%	1 *	1 1%
Better handsets available with my current network/ didn't see any other handsets I liked	24 1%	11 1%	14 1%	18 1%	3 *	3 *	14 1%	10 *	16 1%	9 *	20 1%	1 *	2 1%	2 2%
Don't know how to change provider/ switch	24 1%	12 1%	12 1%	4 *	11 1%	9 1%	13 1%	11 *	14 1%	10 *	21 1%	1 *	1 1%	1 1%
Bad experience switching other services previously	18 *	11 *	8 *	10 1%	5 *	4 *	14 1%	4 *	7 *	11 *	16 *	-	2 1%	-
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No major factor	459 10%	261 12%	198 8%	139 9%	174 11%	146 10%	198 9%	261 12%	233 10%	226 10%	382 10%	45 13%	25 11%	8 7%
Net: Process 1	266 6%	125 6%	141 6%	124 8%	94 6%	48 3%	147 7%	118 5%	147 6%	119 5%	230 6%	18 5%	12 5%	6 6%
Net: Process 2	475 11%	199 9%	276 12%	181 12%	147 10%	147 10%	250 11%	225 10%	232 10%	243 11%	406 11%	39 11%	17 7%	12 11%
Net: Process 1 or 2	741 16%	324 15%	416 18%	304 20%	241 16%	195 13%	397 18%	343 15%	378 17%	363 16%	636 17%	57 16%	29 13%	18 17%
Net: Other than Process 1	3787 84%	1760 82%	2027 86%	1266 83%	1256 82%	1266 87%	1911 85%	1877 83%	1902 83%	1886 85%	3206 84%	291 82%	195 84%	96 87%
Net: Other than Process 2	3578 79%	1686 79%	1893 80%	1209 79%	1203 79%	1167 80%	1808 80%	1770 78%	1817 80%	1761 79%	3029 79%	270 76%	189 82%	91 82%
Net: Other than Process 1 or 2	3312 73%	1561 73%	1752 74%	1085 71%	1108 73%	1119 77%	1661 74%	1652 73%	1670 73%	1642 74%	2799 73%	252 71%	177 77%	84 76%

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 109
QA17b And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?
 Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	776	-	-	-	-	-	-	-	-	-	-	-	-	-
17%		-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with trusted/ known provider	685	-	-	-	-	-	-	-	-	-	-	-	-	-
15%		-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service (e.g. network coverage)	428	-	-	-	-	-	-	-	-	-	-	-	-	-
9%		-	-	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	356	-	-	-	-	-	-	-	-	-	-	-	-	-
8%		-	-	-	-	-	-	-	-	-	-	-	-	-
Need to wait until the end of my contract/ until I can switch without paying a penalty	313	-	-	-	-	-	-	-	-	-	-	-	-	-
7%		-	-	-	-	-	-	-	-	-	-	-	-	-
There's not enough difference in cost to be worth switching	260	-	-	-	-	-	-	-	-	-	-	-	-	-
6%		-	-	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the upfront cost of the new handset and don't want a new handset	155	-	-	-	-	-	-	-	-	-	-	-	-	-
3%		-	-	-	-	-	-	-	-	-	-	-	-	-
Just haven't had time/ haven't got around to it yet	118	-	-	-	-	-	-	-	-	-	-	-	-	-
3%		-	-	-	-	-	-	-	-	-	-	-	-	-
Worried service wouldn't be as good with new provider	111	-	-	-	-	-	-	-	-	-	-	-	-	-
2%		-	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to cancel my current service	97	-	-	-	-	-	-	-	-	-	-	-	-	-
2%		-	-	-	-	-	-	-	-	-	-	-	-	-
No other provider has reception/ coverage in my area	86	-	-	-	-	-	-	-	-	-	-	-	-	-
2%		-	-	-	-	-	-	-	-	-	-	-	-	-
It's difficult to compare the services available from different providers	84	-	-	-	-	-	-	-	-	-	-	-	-	-
2%		-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	83	-	-	-	-	-	-	-	-	-	-	-	-	-
2%		-	-	-	-	-	-	-	-	-	-	-	-	-
Handset is locked to current network	70	-	-	-	-	-	-	-	-	-	-	-	-	-
2%		-	-	-	-	-	-	-	-	-	-	-	-	-

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

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 Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	63 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to lose friends and family or other call discounts	58 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time-consuming to find a better deal	53 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about paying two providers at the same time	48 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to go through the hassle of setting up a new online account	46 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about having no service while switching to another provider	38 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	34 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching my mobile provider previously	25 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	24 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know how to change provider/ switch	24 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience switching other services previously	18 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No major factor	459 10%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1	266 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 2	475 11%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1 or 2	741 16%	-	-	-	-	-	-	-	-	-	-	-	-	-

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 109
QA17b And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?
 Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Net: Other than Process 1	3787	-	-	-	-	-	-	-	-	-	-	-	-
	84%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 2	3578	-	-	-	-	-	-	-	-	-	-	-	-
	79%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 1 or 2	3312	-	-	-	-	-	-	-	-	-	-	-	-
	73%	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 110
QA17b PROCESS SUMMARY And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?
 Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Process 1	266	125	141	124	94	48	147	118	147	119	230	18	12	6
	6%	6%	6%	8% ^{Ta}	6% ^{Tb}	3%	7%	5%	6%	5%	6%	5%	5%	6%
<i>Too much hassle to cancel my current service</i>	97	45	52	48	35	15	57	40	59	38	79	6	9	2
	2% ^{Ta}	2%	2%	3% ^{Ta}	2% ^{Tb}	1%	3%	2%	3%	2%	2%	2%	4%	2%
<i>It's too time consuming to go through the process of switching from one provider to another</i>	83	42	41	39	26	17	56	27	48	34	74	7	-	1
	2%	2%	2%	3% ^{Ta}	2%	1%	2% ^{Ta}	1%	2%	2%	2%	2%	-	1%
<i>Concerned about paying two providers at the same time</i>	48	23	25	18	19	11	16	32	25	23	46	-	-	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	2% ^{Ta}
<i>Concerned about having no service while switching to another provider</i>	38	15	23	19	14	5	19	19	15	24	30	5	3	1
	1% ^{Ta}	1%	1%	1% ^{Ta}	1% ^{Tb}	*	1%	1%	1%	1%	1%	1%	1%	1%
Process 2	475	199	276	181	147	147	250	225	232	243	406	39	17	12
	11%	9%	12% ^{Ta}	12%	10%	10%	11%	10%	10%	11%	11%	11%	7%	11%
<i>Did not want to lose my phone number</i>	356	148	208	130	112	114	186	169	173	183	306	28	12	10
	8%	7%	9% ^{Ta}	8%	7%	8%	8%	8%	8%	8%	8%	8%	5%	9%
<i>Handset is locked to current network</i>	70	27	43	33	18	19	37	33	35	35	59	9	3	-
	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%	-
<i>Bad experience when switching my mobile provider previously</i>	25	13	12	14	7	5	13	12	10	15	21	2	1	1
	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	1%	*	1%
<i>Don't know how to change provider/ switch</i>	24	12	12	4	11	9	13	11	14	10	21	1	1	1
	1%	1%	1%	*	1%	1%	1%	*	1%	*	1%	*	1%	1%
Other than Process 1 or 2	3312	1561	1752	1085	1108	1119	1661	1652	1670	1642	2799	252	177	84
	73%	73%	74%	71%	73%	77% ^{Ta}	74%	73%	73%	74%	73%	71%	77%	76%
<i>Current provider is still the best deal/ cheapest</i>	776	346	430	244	276	255	394	382	370	405	675	44	35	21
	17%	16%	18%	16%	18%	17%	17%	17%	16%	18%	18% ^{Ta}	13%	15%	19%
<i>Prefer to stay with trusted/ known provider</i>	685	327	358	192	212	282	307	378	308	377	576	69	25	15
	15%	15%	15%	13%	14%	19% ^{Ta}	14%	17% ^{Ta}	13%	17% ^{Ta}	15%	20% ^{Ta}	11%	14%
<i>Current provider has the best quality of service (e.g. network coverage)</i>	428	220	208	103	144	181	216	211	204	224	365	32	22	8
	9% ^{Ta}	10%	9%	7%	9% ^{Ta}	12% ^{Ta}	10%	9%	9%	10%	10%	9%	10%	8%
<i>Need to wait until the end of my contract/ until I can switch without paying a penalty</i>	313	132	182	131	119	63	160	154	200	113	265	28	15	6
	7% ^{Ta}	6%	8%	9% ^{Ta}	8% ^{Ta}	4%	7%	7%	9% ^{Ta}	5%	7%	8%	7%	5%
<i>There's not enough difference in cost to be worth switching</i>	260	121	140	98	71	91	148	113	127	133	220	14	18	9
	6%	6%	6%	6%	5%	6%	7%	5%	6%	6%	6%	4%	8%	8%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 110
 QA17b PROCESS SUMMARY And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?
 Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
<i>Didn't want to pay the upfront cost of the new handset and don't want a new handset</i>	155	94	61	53	41	62	69	86	69	86	124	11	20	1
	3%	4%	3%	3%	3%	4%	3%	4%	3%	4%	3%	3%	8%TJLm	1%
<i>Just haven't had time/haven't got around to it yet</i>	118	60	57	38	47	33	65	53	77	41	96	10	8	4
	3%	3%	2%	3%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%
<i>Worried service wouldn't be as good with new provider</i>	111	51	60	44	42	25	44	67	71	40	94	9	3	4
	2%	2%	3%	3%	3%	2%	2%	3%	3%	2%	2%	3%	1%	4%
<i>No other provider has reception/coverage in my area</i>	86	33	53	23	31	32	42	44	51	34	66	6	10	3
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	5%TJ	3%
<i>It's difficult to compare the services available from different providers</i>	84	46	38	25	30	29	51	33	40	44	71	5	7	2
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%
<i>Problems/issues with current provider are not sufficiently bad/frequent to switch</i>	63	28	34	20	24	19	38	25	30	33	52	8	2	-
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	-
<i>Don't want to lose friends and family or other call discounts</i>	58	17	41	20	22	16	28	29	36	22	45	5	2	6
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	5%TJ
<i>It's too time-consuming to find a better deal</i>	53	12	41	26	19	8	29	24	26	26	47	3	2	-
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
<i>Don't want to go through the hassle of setting up a new online account</i>	46	36	10	16	17	14	27	19	22	24	39	4	2	2
	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<i>Lack of choice</i>	34	16	19	25	7	2	14	21	15	19	27	4	2	2
	1%	1%	1%	2%Tde	*	*	1%	1%	1%	1%	1%	1%	1%	2%
<i>Better handsets available with my current network/didn't see any other handsets I liked</i>	24	11	14	18	3	3	14	10	16	9	20	1	2	2
	1%	1%	1%	1%Tde	*	*	1%	*	1%	*	1%	*	1%	2%
<i>Bad experience switching other services previously</i>	18	11	8	10	5	4	14	4	7	11	16	-	2	-
	*	*	*	1%	*	*	1%	*	*	*	*	-	1%	-
<i>Any other factors</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 110
QA17b PROCESS SUMMARY And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?
 Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-	-
Process 1	266	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Too much hassle to cancel my current service</i>	97	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's too time consuming to go through the process of switching from one provider to another</i>	83	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Concerned about paying two providers at the same time</i>	48	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Concerned about having no service while switching to another provider</i>	38	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Process 2	475	-	-	-	-	-	-	-	-	-	-	-	-	-
	11%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Did not want to lose my phone number</i>	356	-	-	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Handset is locked to current network</i>	70	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Bad experience when switching my mobile provider previously</i>	25	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Don't know how to change provider/ switch</i>	24	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other than Process 1 or 2	3312	-	-	-	-	-	-	-	-	-	-	-	-	-
	73%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Current provider is still the best deal/ cheapest</i>	776	-	-	-	-	-	-	-	-	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Prefer to stay with trusted/ known provider</i>	685	-	-	-	-	-	-	-	-	-	-	-	-	-
	15%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Current provider has the best quality of service (e.g. network coverage)</i>	428	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Need to wait until the end of my contract/ until I can switch without paying a penalty</i>	313	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 110
QA17b PROCESS SUMMARY And which of these was the main factor why you have not switched or actively considered switching your current mobile network provider to another provider...?
 Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switch- ers (a)	Consid- erers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Diffi- cult (i)	Net Satis- fied (j)	Net Dissat- isfied (k)	Net Satis- fied (l)	Net Dissat- isfied (m)
		..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Base	4512	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>There's not enough difference in cost to be worth switching</i>	260 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Didn't want to pay the upfront cost of the new handset and don't want a new handset</i>	155 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Just haven't had time/haven't got around to it yet</i>	118 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Worried service wouldn't be as good with new provider</i>	111 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>No other provider has reception/ coverage in my area</i>	86 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's difficult to compare the services available from different providers</i>	84 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	63 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Don't want to lose friends and family or other call discounts</i>	58 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's too time-consuming to find a better deal</i>	53 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Don't want to go through the hassle of setting up a new online account</i>	46 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Lack of choice</i>	34 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	24 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Bad experience switching other services previously</i>	18 *	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Any other factors</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 111
QA14 SUMMARY - Yes
Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Compare what different providers were offering	782	388	394	324	318	140	457	325	544	238	678	55	29	20
	80% ^{col}	80%	79%	82% ^{Tde}	81% ^{Tde}	73%	82% ^{gd}	77%	82% ^{gd}	75%	79%	82%	75%	96%
Find out what you needed to do in order to switch	752	367	385	300	302	150	441	312	517	236	656	49	29	19
	77%	76%	78%	76%	77%	78%	79% ^{gd}	74%	78%	74%	77%	73%	75%	91%
Choose the date you wanted to start using your new mobile provider	600	320	280	221	242	137	345	256	414	187	524	42	23	12
	61%	58% ^{col}	56%	56%	62%	71% ^{Tde}	62%	60%	62%	59%	61%	61%	61%	56%
Need to set up a new online account	585	302	283	230	237	117	335	249	405	179	507	41	22	14
	60%	62%	57%	58%	61%	61%	60%	59%	61%	56%	59%	60%	58%	69%
Experience your [OLD/CURRENT] provider trying to persuade you to stay	503	261	242	225	198	79	287	215	369	134	436	36	18	12
	51% ^{col}	54%	49%	57% ^{col}	50% ^{col}	41%	52%	51%	56% ^{col}	42%	51%	53%	48%	60%
Need to pay upfront charges for your new handset	326	161	165	170	116	40	208	118	238	88	288	18	11	10
	33% ^{col}	33%	33%	43% ^{Tde}	30% ^{col}	21%	37% ^{gd}	28%	38% ^{col}	28%	34%	26%	28%	46%
Unlock your handset to take it with you/unlock your old handset	291	163	128	137	107	47	174	117	206	85	261	19	8	3
	30%	34% ^{col}	26%	34% ^{col}	27%	25%	31%	28%	31%	27%	31%	28%	20%	16%
Move content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud)	278	133	145	158	100	20	170	108	215	63	252	15	8	2
	26% ^{col}	28%	29%	40% ^{Tde}	20% ^{col}	10%	31%	26%	32% ^{col}	20%	30%	23%	21%	11%
Leave your contract early / before the end of your minimum contract period	231	108	123	139	81	11	130	101	178	53	207	13	6	5
	24% ^{col}	22%	25%	35% ^{Tde}	21% ^{col}	6%	23%	24%	27% ^{col}	17%	24%	19%	16%	23%
Mean no. of yes	4.57 ^{col}	4.68	4.47	4.91 ^{Tde}	4.50 ^{col}	4.01	4.70 ^{col}	4.40	4.75 ^{col}	4.20	4.59	4.40	4.30	4.69

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 111
QA14 SUMMARY - Yes
Base: All switchers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-	**	625	769	180	851	112*	**	**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
Compare what different providers were offering	782	782	-	524	258	-	-	509	625	142	690	82	-	-
80%	80%	80%	-	80%	79%	-	-	81%	81%	79%	81%	73%	-	-
Find out what you needed to do in order to switch	752	752	-	540	213	-	-	484	593	146	662	82	-	-
77%	77%	-	53%	65%	-	-	77%	77%	81%	78%	73%	-	-	
Choose the date you wanted to start using your new mobile provider	600	600	-	417	183	-	-	411	470	118	528	64	-	-
61%	61%	-	64%	56%	-	-	66%	61%	66%	62%	57%	-	-	
Need to set up a new online account	585	585	-	380	205	-	-	410	461	112	509	69	-	-
60%	60%	-	58%	63%	-	-	65%	60%	62%	60%	61%	-	-	
Experience your [OLD/ CURRENT] provider trying to persuade you to stay	503	503	-	364	139	-	-	355	387	108	436	60	-	-
51%	51%	-	56%	42%	-	-	57%	50%	60%	51%	53%	-	-	
Need to pay upfront charges for your new handset	326	326	-	238	88	-	-	230	249	69	270	48	-	-
33%	33%	-	36%	27%	-	-	37%	32%	38%	32%	43%	-	-	
Unlock your handset to take it with you/unlock your old handset	291	291	-	225	66	-	-	223	214	73	250	39	-	-
30%	30%	-	35%	20%	-	-	36%	28%	41%	29%	35%	-	-	
Move content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud)	278	278	-	214	64	-	-	227	207	65	224	48	-	-
28%	28%	-	33%	20%	-	-	36%	27%	36%	26%	45%	-	-	
Leave your contract early / before the end of your minimum contract period	231	231	-	170	61	-	-	174	169	58	190	41	-	-
24%	24%	-	26%	19%	-	-	28%	22%	32%	22%	36%	-	-	
Mean no. of yes	4.574	4.57	-	4.797	4.12	-	-	4.941	4.52	5.017	4.57	4.76	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 112
QA14 SUMMARY - Yes
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Compare what different providers were offering	213	128	85	64	101	48	137	76	154	59	173	15	18	6
	92%	93%	91%	94%	90%	95%	94%	89%	94%	86%	92%	82%	100%	96%
Find out what you needed to do in order to switch	160	95	64	48	79	33	103	57	118	41	130	14	11	5
	69%	70%	68%	70%	70%	65%	70%	67%	72%	61%	69%	75%	60%	74%
Contact your current provider	134	81	53	44	62	28	89	45	100	35	110	11	9	5
	58%	59%	56%	64%	56%	56%	61%	53%	61%	51%	58%	60%	48%	70%
Contact any potential new providers	109	69	40	38	51	21	71	38	85	24	92	7	7	3
	47%	51%	42%	56%	45%	41%	48%	45%	52%	35%	49%	39%	38%	41%
Experience your [OLD/CURRENT] provider trying to persuade you to stay	108	61	47	40	49	19	73	36	83	25	89	7	8	5
	47%	45%	50%	59%	43%	38%	50%	42%	51%	38%	47%	38%	43%	72%
Mean no. of yes	3.29	3.30	3.19	3.46	3.24	3.00	3.31	3.16	3.37	2.95	3.29	3.12	2.90	3.68

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 112
QA14 SUMMARY - Yes
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	**	231	-	**	174	58*	118	**	**	**	**	196	30*
Effective Base	-	356	-	-	283	76	195	-	-	-	-	293	56
Compare what different providers were offering	-	213	-	-	162	51	110	-	-	-	-	182	28
	92%	92%	-	-	94%	88%	93%	-	-	-	-	93%	90%
Find out what you needed to do in order to switch	-	160	-	-	124	36	89	-	-	-	-	135	21
	69%	69%	-	-	72%	62%	75%	-	-	-	-	69%	70%
Contact your current provider	-	134	-	-	106	29	73	-	-	-	-	114	17
	58%	58%	-	-	61%	49%	61%	-	-	-	-	58%	56%
Contact any potential new providers	-	109	-	-	82	27	60	-	-	-	-	92	14
	47%	47%	-	-	47%	46%	51%	-	-	-	-	47%	47%
Experience your [OLD/ CURRENT] provider trying to persuade you to stay	-	108	-	-	88	21	63	-	-	-	-	94	14
	47%	47%	-	-	50%	36%	53%	-	-	-	-	48%	45%
Mean no. of yes	-	3.25	-	-	3.34	2.99	3.44	-	-	-	-	3.26	3.18

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 113
QA14 SUMMARY - Yes
Base: All switchers and considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1806	870	936	601	729	476	1181	625	1204	602	1545	140	85	36
Base	1211	620	591	464	504	243	702	509	826	385	1041	86	56*	27**
Effective Base	1339	643	702	465	572	314	884	482	914	425	1142	112	62	26
Compare what different providers were offering	995	516	479	388	418	188	595	400	698	297	851	71	47	26
Find out what you needed to do in order to switch	912	463	450	348	382	183	543	369	635	277	786	63	40	24
Experience your [OLD/ CURRENT] provider trying to persuade you to stay	611	322	289	266	246	99	360	251	452	159	525	43	26	17
Choose the date you wanted to start using your new mobile provider	600	320	280	221	242	137	345	256	414	187	524	42	23	12
Need to set up a new online account	585	302	283	230	237	117	335	249	405	179	507	41	22	14
Need to pay upfront charges for your new handset	326	161	165	170	116	40	208	118	238	88	288	18	11	10
Unlock your handset to take it with you/unlock your old handset	291	163	128	137	107	47	174	117	206	85	261	19	8	3
Move content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud)	278	133	145	158	100	20	170	108	215	63	252	15	8	2
Leave your contract early / before the end of your minimum contract period	231	108	123	139	81	11	130	101	178	53	207	13	6	5
Contact your current provider	134	81	53	44	62	28	89	45	100	35	110	11	9	5
Contact any potential new providers	109	69	40	38	51	21	71	38	85	24	92	7	7	3
Mean no. of yes	4.32e	4.38	4.26	4.70Tde	4.23e	3.79	4.41	4.20	4.47I	3.98	4.38I	4.13	3.83	4.45

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 113
QA14 SUMMARY - Yes
Base: All switchers and considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1806	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	1211	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	1339	1016	356	586	491	283	76	817	817	170	911	95	293	56
Compare what different providers were offering	995	782	213	524	258	162	51	619	625	142	690	82	182	28
		82%	92% ^{Ta}	80%	79%	94% ^{Ta}	88%	83%	81%	79%	81%	73%	93% ^{Ta}	90%
Find out what you needed to do in order to switch	912	752	160	540	213	124	36	572	593	146	662	82	135	21
		73% ^{Ta}	77% ^{Ta}	69%	65%	72%	62%	77%	77%	81%	78%	73%	69%	70%
Experience your [OLD/ CURRENT] provider trying to persuade you to stay	611	503	108	364	139	88	21	418	387	108	436	60	94	14
		50% ^{Ta}	51%	47%	56% ^{Ta}	42%	50%	36%	50%	60% ^{Ta}	51%	53%	48%	45%
Choose the date you wanted to start using your new mobile provider	600	600	-	417	183	-	-	411	470	118	528	64	-	-
		50% ^{Ta}	61% ^{Ta}	-	64% ^{Ta}	56% ^{Ta}	-	55% ^{Ta}	61% ^{Ta}	66% ^{Ta}	62% ^{Ta}	57%	-	-
Need to set up a new online account	585	585	-	380	205	-	-	410	461	112	509	69	-	-
		49% ^{Ta}	60% ^{Ta}	-	58% ^{Ta}	63% ^{Ta}	-	55% ^{Ta}	60% ^{Ta}	62% ^{Ta}	60% ^{Ta}	61% ^{Ta}	-	-
Need to pay upfront charges for your new handset	326	326	-	238	88	-	-	230	249	69	270	48	-	-
		27% ^{Ta}	33% ^{Ta}	-	36% ^{Ta}	27%	-	31% ^{Ta}	32% ^{Ta}	38% ^{Ta}	32% ^{Ta}	33% ^{Ta}	-	-
Unlock your handset to take it with you/unlock your old handset	291	291	-	225	66	-	-	223	214	73	250	39	-	-
		24% ^{Ta}	30% ^{Ta}	-	35% ^{Ta}	20%	-	30% ^{Ta}	28%	41% ^{Ta}	29% ^{Ta}	38% ^{Ta}	-	-
Move content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2 cloud to iCloud)	278	278	-	214	64	-	-	227	207	65	224	48	-	-
		23% ^{Ta}	28% ^{Ta}	-	33% ^{Ta}	20%	-	31% ^{Ta}	27% ^{Ta}	36% ^{Ta}	26%	43% ^{Ta}	-	-
Leave your contract early / before the end of your minimum contract period	231	231	-	170	61	-	-	174	169	58	190	41	-	-
		19% ^{Ta}	24% ^{Ta}	-	26% ^{Ta}	19%	-	23% ^{Ta}	22%	32% ^{Ta}	22%	36% ^{Ta}	-	-
Contact your current provider	134	-	134	-	-	106	29	73	-	-	-	-	114	17
		11% ^{Ta}	98% ^{Ta}	-	-	61% ^{Ta}	49% ^{Ta}	10%	-	-	-	-	58% ^{Ta}	56% ^{Ta}
Contact any potential new providers	109	-	109	-	-	82	27	60	-	-	-	-	92	14
		9% ^{Ta}	47% ^{Ta}	-	-	47% ^{Ta}	49% ^{Ta}	8%	-	-	-	-	47% ^{Ta}	47% ^{Ta}
Mean no. of yes	4.32 ^{Ta}	4.57 ^{Ta}	3.25	4.79 ^{Ta}	4.12	3.34	2.99	4.70 ^{Ta}	4.52 ^{Ta}	5.01 ^{Ta}	4.57 ^{Ta}	4.76 ^{Ta}	3.26	3.18

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 114
QA15a PROCESS SUMMARY Major Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Process 1	244	115	129	135	81	28	140	105	173	71	215	15	10	5
	25% ^{sd}	24%	26%	34% ^{Tde}	21%	15%	25%	25%	26%	22%	25%	23%	25%	23%
<i>Contacting your old provider</i>	103	48	55	55	33	15	55	49	69	34	89	8	3	3
	11%	10%	11%	14% ^{sd}	9%	8%	10%	11%	10%	11%	10%	11%	9%	14%
<i>Cancelling your previous service</i>	98	54	44	59	26	13	56	42	69	29	86	5	4	3
	10% ^{sd}	11%	9%	15% ^{Tde}	7%	7%	10%	10%	10%	9%	10%	8%	9%	14%
<i>Keeping your phone number</i>	96	38	58	48	33	15	45	50	62	34	86	5	3	2
	10%	8%	12% ^{sd}	12%	8%	8%	8%	12%	9%	11%	10%	7%	9%	7%
<i>Getting the information you needed from your previous provider</i>	84	43	41	41	28	15	50	34	63	21	71	9	3	1
	9%	9%	8%	10%	7%	8%	9%	8%	10%	7%	8%	14%	7%	6%
<i>Getting the switch to happen on the date you wanted</i>	73	37	37	45	23	6	42	31	57	17	66	3	3	1
	8% ^{sd}	8%	7%	11% ^{Tde}	6%	3%	8%	7%	9%	5%	8%	4%	9%	7%
Process 2	194	108	86	98	71	24	114	80	131	63	171	13	7	4
	20% ^{sd}	22% ^{sd}	17%	25% ^{Tde}	18%	13%	20%	19%	20%	20%	20%	19%	17%	19%
<i>Unlocking your current/your previous handset</i>	74	49	26	32	30	13	42	32	49	25	64	7	2	2
	8%	10% ^{sd}	5%	8%	8%	7%	8%	8%	7%	8%	7%	10%	5%	9%
<i>Your previous provider trying to persuade you to stay</i>	71	39	32	36	24	11	43	28	48	23	59	5	4	3
	7%	8%	6%	9%	6%	6%	8%	7%	7%	7%	7%	8%	11%	14%
<i>Understanding the relevant steps required to switch provider</i>	71	38	33	37	25	9	43	28	50	21	65	3	3	-
	7%	8%	7%	9% ^{sd}	6%	4%	8%	7%	8%	7%	8%	4%	7%	-
<i>Contacting your new provider</i>	51	28	24	33	15	3	29	22	37	15	49	2	-	1
	5% ^{sd}	6%	5%	8% ^{Tde}	4%	2%	5%	5%	6%	5%	6%	3%	-	5%
Other than Process 1 or 2	199	93	106	111	67	21	120	79	143	56	178	8	8	5
	20% ^{sd}	19%	21%	28% ^{Tde}	17% ^{sd}	11%	22%	19%	22%	18%	21% ^{sd}	11%	22%	24%
<i>Finding time to research the market</i>	55	25	31	34	15	6	38	18	42	13	53	1	2	-
	6%	5%	6%	9% ^{Tde}	4%	3%	7%	4%	6%	4%	6%	2%	5%	-
<i>Comparing what different providers are offering</i>	48	24	25	26	16	6	31	17	36	13	47	1	*	-
	5%	5%	5%	7%	4%	3%	6%	4%	5%	4%	5%	2%	1%	-
<i>Paying the charge to exit your contract early</i>	42	22	20	34	6	2	27	16	31	11	38	2	*	1
	4% ^{sd}	5%	4%	9% ^{Tde}	2%	1%	5%	4%	5%	4%	5%	3%	1%	7%
<i>Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)</i>	33	19	14	22	10	1	24	10	26	7	31	*	1	-
	3% ^{sd}	4%	3%	6% ^{sd}	3%	1%	4%	2%	4%	2%	4%	1%	3%	-
<i>Paying the upfront cost of the new handset</i>	30	15	15	19	9	2	17	12	22	8	26	1	2	-
	3%	3%	3%	5% ^{sd}	2%	1%	3%	3%	3%	2%	3%	2%	5%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 114
QA15a PROCESS SUMMARY Major Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Setting up a new online account	29	13	17	17	9	3	19	11	22	7	25	-	3	2
	3%	3%	3%	4%	2%	2%	3%	3%	3%	2%	3%	-	7%	8%
Other	23	9	14	12	5	5	13	10	15	8	19	2	1	-
	2%	2%	3%	3%	1%	3%	2%	2%	2%	2%	2%	4%	4%	-
Customer service / Service / Contact/Communication (unspecified)	14	3	11	4	8	1	8	6	8	6	10	1	1	1
	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	7%
Billing issue / Bill / Being over-charged / Accessing bill etc.	11	7	4	4	6	1	4	7	9	2	9	*	2	-
	1%	2%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	4%	-
Signal / Reception / Network / Coverage	7	2	5	3	3	1	3	4	5	2	7	-	-	-
	1%	*	1%	1%	1%	*	1%	1%	1%	*	1%	-	-	-
Getting phone activated/ set-up / PAC code	6	4	2	1	3	2	1	4	4	2	3	-	1	2
	1%	1%	*	*	1%	1%	*	1%	1%	1%	*	-	3%	9%
Speed / Time it took to switch	5	1	4	3	2	-	2	3	3	2	3	-	1	1
	1%	*	1%	1%	*	-	*	1%	*	1%	*	-	2%	7%
Cost / Fees (unspecified)	3	2	2	3	1	-	1	3	2	1	1	1	1	-
	*	*	*	1%	*	-	*	1%	*	*	*	2%	4%	-
Direct debit issue / DD set up wrong etc.	2	1	1	2	*	*	1	1	1	1	2	-	-	-
	*	*	*	*	*	*	*	*	*	*	*	-	-	-
Language barrier / accents etc.	2	1	1	*	1	1	1	1	1	1	1	*	-	-
	*	*	*	*	*	*	*	*	*	*	*	1%	-	-
Internet issues	1	1	1	-	-	1	-	1	1	1	1	-	-	-
	*	*	*	-	-	1%	-	*	*	*	*	-	-	-
Transferring data from old phone	1	*	1	1	-	*	1	*	1	*	1	-	-	-
	*	*	*	*	-	*	*	*	*	*	*	-	-	-
Getting SIM / Ordering the right SIM	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	2.80	2.86	2.74	2.96	2.52	2.90	2.77	2.83	2.80	2.79	2.80	2.74	2.72	2.81

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 114
QA15a PROCESS SUMMARY Major Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
Process 1	244	244	-	150	94	-	-	178	130	108	183	57	-	-
	25% ^h	25%	-	23%	29%	-	-	28%	17%	50% ^h	21%	51% ^h	-	-
<i>Contacting your old provider</i>	103	103	-	67	37	-	-	77	40	62	74	30	-	-
	11% ^h	11%	-	10%	11%	-	-	12%	5%	34% ^h	9%	27% ^h	-	-
<i>Cancelling your previous service</i>	98	98	-	57	41	-	-	81	39	56	74	22	-	-
	10% ^h	10%	-	9%	13%	-	-	13%	5%	31% ^h	9%	20% ^h	-	-
<i>Keeping your phone number</i>	96	96	-	49	46	-	-	61	50	42	67	26	-	-
	10% ^h	10%	-	8%	14% ^h	-	-	10%	7%	24% ^h	8%	23% ^h	-	-
<i>Getting the information you needed from your previous provider</i>	84	84	-	56	28	-	-	63	37	46	66	18	-	-
	9% ^h	9%	-	9%	8%	-	-	10%	5%	26% ^h	8%	16% ^h	-	-
<i>Getting the switch to happen on the date you wanted</i>	73	73	-	52	22	-	-	57	35	37	57	15	-	-
	8% ^h	8%	-	8%	7%	-	-	9%	5%	21% ^h	7%	14% ^h	-	-
Process 2	194	194	-	124	70	-	-	137	102	86	141	48	-	-
	20% ^h	20%	-	19%	21%	-	-	22%	13%	48% ^h	17%	43% ^h	-	-
<i>Unlocking your current/ your previous handset</i>	74	74	-	43	31	-	-	54	42	32	54	20	-	-
	8% ^h	8%	-	7%	10%	-	-	9%	5%	18% ^h	6%	17% ^h	-	-
<i>Your previous provider trying to persuade you to stay</i>	71	71	-	46	25	-	-	55	32	35	56	13	-	-
	7% ^h	7%	-	7%	8%	-	-	9%	4%	20% ^h	7%	11%	-	-
<i>Understanding the relevant steps required to switch provider</i>	71	71	-	49	21	-	-	49	29	37	45	23	-	-
	7% ^h	7%	-	8%	7%	-	-	8%	4%	21% ^h	5%	21% ^h	-	-
<i>Contacting your new provider</i>	51	51	-	38	14	-	-	39	29	23	35	15	-	-
	5% ^h	5%	-	6%	4%	-	-	6%	4%	13% ^h	4%	14% ^h	-	-
Other than Process 1 or 2	199	199	-	141	57	-	-	147	116	75	149	45	-	-
	20% ^h	20%	-	22%	18%	-	-	24%	15%	42% ^h	18%	40% ^h	-	-
<i>Finding time to research the market</i>	55	55	-	38	17	-	-	41	33	20	38	15	-	-
	6% ^h	6%	-	6%	5%	-	-	6%	4%	11% ^h	4%	14% ^h	-	-
<i>Comparing what different providers are offering</i>	48	48	-	35	13	-	-	33	27	21	36	11	-	-
	5% ^h	5%	-	5%	4%	-	-	5%	3%	12% ^h	4%	10% ^h	-	-
<i>Paying the charge to exit your contract early</i>	42	42	-	31	11	-	-	35	24	16	31	11	-	-
	4% ^h	4%	-	5%	3%	-	-	6%	3%	9% ^h	4%	10% ^h	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 114
QA15a PROCESS SUMMARY Major Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)				
Base	980	980	**	653	327	**	**	625	769	180	851	112*	**	**				
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	33	33	-	27	6	-	-	29	18	14	23	9	-	-				
	3%	3%		4%	2%			5%	2%	8%T	3%	8%T						
Paying the upfront cost of the new handset	30	30	-	23	6	-	-	24	17	12	21	9	-	-				
	3%	3%		4%	2%			4%	2%	7%T	2%	8%T						
Setting up a new online account	29	29	-	22	7	-	-	24	18	11	25	5	-	-				
	3%	3%		3%	2%			4%	2%	6%T	3%	4%						
Other	23	23	-	16	7	-	-	16	11	12	13	9	-	-				
	2%	2%		2%	2%			3%	1%	7%T	2%	8%T						
Customer service / Service / Contact/Communication (unspecified)	14	14	-	10	4	-	-	9	8	5	10	2	-	-				
	1%	1%		1%	1%			1%	1%	3%	1%	2%						
Billing issue / Bill / Being over-charged / Accessing bill etc.	11	11	-	9	2	-	-	8	2	9	8	3	-	-				
	1%	1%		1%	1%			1%	*	5%T	1%	3%						
Signal / Reception / Network / Coverage	7	7	-	5	2	-	-	6	4	3	4	3	-	-				
	1%	1%		1%	*			1%	*	2%	*	3%T						
Getting phone activated/ set-up / PAC code	6	6	-	2	3	-	-	5	2	4	4	2	-	-				
	1%	1%		*	1%			1%	1%	2%T	*	2%						
Speed / Time it took to switch	5	5	-	3	2	-	-	4	2	3	3	1	-	-				
	1%	1%		*	1%			1%	*	2%T	*	1%						
Cost / Fees (unspecified)	3	3	-	3	-	-	-	3	3	1	3	1	-	-				
	*	*		1%	-			1%	*	*	*	1%						
Direct debit issue / DD set up wrong etc.	2	2	-	1	1	-	-	1	1	2	2	*	-	-				
	*	*		*	*			*	*	1%	*	*						
Language barrier / accents etc.	2	2	-	1	1	-	-	2	*	1	1	1	-	-				
	*	*		*	*			*	*	1%T	*	1%						
Internet issues	1	1	-	-	1	-	-	1	1	1	1	1	-	-				
	*	*		-	*			*	*	*	*	*						
Transferring data from old phone	1	1	-	1	*	-	-	1	1	*	1	-	-	-				
	*	*		*	*			*	*	*	*	-	-	-				
Getting SIM / Ordering the right SIM	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	-	-		-	-			-	-	-	-	-	-	-				
Mean number of mentions	2.80T	2.80	-	2.89	2.64	-	-	2.90	2.23	2.80T	2.62	3.52T	-	-				

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 115
QA15a PROCESS SUMMARY Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Process 1	559	263	296	286	196	77	337	222	397	162	495	30	19	14
	57% _{sd}	55%	60%	72% _{Tde}	50% _{de}	40%	61% _g	52%	60% _h	51%	58% _h	45%	50%	69%
Getting the information you needed from your previous provider	267	132	135	136	93	38	162	105	192	75	242	9	9	7
	27% _{sd}	27%	27%	34% _{Tde}	24%	20%	29%	25%	29%	24%	23% _h	14%	24%	32%
Cancelling your previous service	267	125	141	132	103	32	156	111	195	71	234	16	9	7
	27% _{sd}	26%	28%	33% _{Tde}	26% _{de}	17%	28%	28%	29% _h	22%	27%	24%	24%	33%
Keeping your phone number	236	115	121	138	72	26	153	83	179	57	214	13	5	4
	24% _{sd}	24%	24%	35% _{Tde}	18%	13%	27% _g	20%	27% _h	18%	25%	19%	14%	20%
Contacting your old provider	222	108	114	112	83	27	138	84	161	61	205	8	6	3
	23% _{sd}	22%	23%	28% _{Tde}	21% _{de}	14%	25%	20%	24%	19%	24% _h	12%	16%	13%
Getting the switch to happen on the date you wanted	204	100	105	110	70	24	127	78	150	55	181	13	8	3
	21% _{sd}	21%	21%	28% _{Tde}	18%	13%	23%	18%	23%	17%	21%	19%	21%	13%
Process 2	497	238	259	248	183	66	300	198	361	137	446	26	17	9
	51% _{sd}	49%	52%	63% _{Tde}	47% _{de}	34%	54% _g	47%	54% _h	43%	52% _h	38%	44%	43%
Understanding the relevant steps required to switch provider	268	126	142	134	96	38	168	100	195	72	238	13	11	7
	27% _{sd}	26%	29%	34% _{Tde}	25%	20%	30% _g	23%	30% _h	23%	28%	19%	28%	33%
Unlocking your current/your previous handset	207	101	106	114	71	22	128	79	153	54	187	10	5	4
	21% _{sd}	21%	21%	29% _{Tde}	18% _{de}	11%	23%	19%	23% _h	17%	22%	15%	14%	21%
Your previous provider trying to persuade you to stay	205	102	103	104	74	27	109	97	149	57	183	11	7	4
	21% _{sd}	21%	21%	26% _{Tde}	19%	14%	20%	23%	22%	18%	21%	16%	19%	19%
Contacting your new provider	183	91	92	100	67	16	122	61	144	39	165	9	8	2
	19% _{sd}	19%	18%	25% _{Tde}	17% _{de}	9%	22% _g	14%	22% _h	12%	19%	13%	21%	9%
Other than Process 1 or 2	463	222	241	244	167	52	284	178	347	116	415	24	15	8
	47% _{sd}	46%	48%	62% _{Tde}	43% _{de}	27%	51% _g	42%	52% _h	36%	49% _h	36%	39%	41%
Finding time to research the market	259	130	129	130	97	32	166	93	202	57	236	13	7	3
	26% _{sd}	27%	26%	33% _{Tde}	25% _{de}	16%	30% _g	22%	30% _h	18%	28%	19%	19%	15%
Comparing what different providers are offering	188	89	98	99	68	20	116	72	144	43	168	8	7	4
	19% _{sd}	19%	20%	25% _{Tde}	17% _{de}	10%	21%	17%	22% _h	14%	20%	12%	18%	20%
Setting up a new online account	144	76	68	77	57	11	86	58	113	31	136	4	4	1
	15% _{sd}	16%	14%	19% _{Tde}	15% _{de}	5%	15%	14%	17% _h	10%	16% _h	6%	10%	4%
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	103	47	56	61	38	4	68	35	82	22	93	5	3	2
	11% _{sd}	10%	11%	15% _{Tde}	10% _{de}	2%	12% _g	8%	12% _h	7%	11%	7%	8%	11%
Paying the upfront cost of the new handset	97	42	55	62	31	4	62	35	75	22	88	4	4	1
	10% _{sd}	9%	11%	18% _{Tde}	8% _{de}	2%	11%	8%	11% _h	7%	10%	7%	10%	3%

BDRC Continental/22052/V14

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Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
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Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
<i>Paying the charge to exit your contract early</i>	83	41	42	51	29	3	38	45	65	18	75	5	2	1
	9%	8%	9%	13% ^{1de}	7% ^{1de}	1%	7%	11% ^{1de}	10% ^{1de}	6%	9%	8%	4%	5%
<i>Other</i>	16	8	8	9	5	2	9	7	11	5	16	-	-	-
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	-	-	-
<i>Signal / Reception / Network / Coverage</i>	6	4	2	4	2	-	3	3	6	-	6	-	-	-
	1%	1%	*	1%	*	-	1%	1%	1%	-	1%	-	-	-
<i>Getting SIM / Ordering the right SIM</i>	4	3	1	2	2	*	3	1	3	1	3	1	-	-
	*	1%	*	*	*	-	*	*	*	*	*	2%	-	-
<i>Billing issue / Bill / Being over-charged / Accessing bill etc.</i>	3	1	2	-	2	*	1	2	3	-	3	-	-	-
	*	*	*	-	1%	*	*	*	*	-	*	-	-	-
<i>Customer service / Service / Contact/Communication (unspecified)</i>	2	2	-	-	2	-	2	1	2	1	2	-	-	-
	*	*	-	-	1%	-	*	*	*	*	*	-	-	-
<i>Getting phone activated/ set-up / PAC code</i>	2	1	*	*	1	1	2	-	2	-	2	-	-	-
	*	*	*	*	*	*	*	-	*	-	*	-	-	-
<i>Cost / Fees (unspecified)</i>	2	1	1	1	*	-	1	1	2	-	2	-	-	-
	*	*	*	*	*	-	*	*	*	-	*	-	-	-
<i>Internet issues</i>	1	1	-	1	-	1	1	1	1	-	1	-	-	-
	*	*	-	*	-	*	*	*	*	-	*	-	-	-
<i>Language barrier / accents etc.</i>	1	1	-	-	-	1	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	-	*	*	-	*	-	-	-
<i>Transferring data from old phone</i>	*	*	-	-	-	*	*	-	-	*	*	-	-	-
	*	*	-	-	-	*	*	-	-	*	*	-	-	-
<i>Speed / Time it took to switch</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Direct debit issue / DD set up wrong etc.</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	4.31 ^{1e}	4.33	4.28	4.74 ^{1e}	4.29 ^{1e}	3.01	4.46	4.08	4.57 ^{1e}	3.66	4.40	3.64	4.21	2.80

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 115
QA15a PROCESS SUMMARY Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-	**	625	769	180	851	112*	**	**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
Process 1	559	559	-	390	169	-	-	383	391	154	465	84	-	-
	57% ^h	57%	-	60%	52%	-	-	61%	51%	36% ^h	55%	75% ^h	-	-
Getting the information you needed from your previous provider	267	267	-	185	82	-	-	196	178	82	217	45	-	-
	27% ^h	27%	-	28%	25%	-	-	31%	23%	46% ^h	26%	40% ^h	-	-
Cancelling your previous service	267	267	-	189	78	-	-	179	184	75	214	48	-	-
	27% ^h	27%	-	29%	24%	-	-	29%	24%	42% ^h	25%	43% ^h	-	-
Keeping your phone number	236	236	-	171	64	-	-	167	150	79	193	38	-	-
	24% ^h	24%	-	26%	20%	-	-	27%	20%	44% ^h	23%	34% ^h	-	-
Contacting your old provider	222	222	-	157	65	-	-	153	142	74	182	34	-	-
	23% ^h	23%	-	24%	20%	-	-	24%	18%	41% ^h	21%	31% ^h	-	-
Getting the switch to happen on the date you wanted	204	204	-	148	56	-	-	146	125	71	152	46	-	-
	21% ^h	21%	-	23%	17%	-	-	23%	16%	40% ^h	18%	41% ^h	-	-
Process 2	497	497	-	342	155	-	-	354	339	142	409	80	-	-
	51% ^h	51%	-	52%	48%	-	-	57% ^h	44%	79% ^h	48%	71% ^h	-	-
Understanding the relevant steps required to switch provider	268	268	-	189	79	-	-	187	175	85	218	45	-	-
	27% ^h	27%	-	29%	24%	-	-	30%	23%	47% ^h	26%	40% ^h	-	-
Unlocking your current/ your previous handset	207	207	-	154	53	-	-	151	128	69	163	39	-	-
	21% ^h	21%	-	24%	16%	-	-	24%	17%	38% ^h	19%	35% ^h	-	-
Your previous provider trying to persuade you to stay	205	205	-	141	64	-	-	155	147	57	174	30	-	-
	21% ^h	21%	-	22%	20%	-	-	25%	19%	31% ^h	20%	27%	-	-
Contacting your new provider	183	183	-	139	45	-	-	138	107	65	135	42	-	-
	19% ^h	19%	-	21%	14%	-	-	22%	14%	36% ^h	16%	37% ^h	-	-
Other than Process 1 or 2	463	463	-	316	147	-	-	332	322	129	382	72	-	-
	47% ^h	47%	-	48%	45%	-	-	53% ^h	42%	72% ^h	45%	64% ^h	-	-
Finding time to research the market	259	259	-	182	76	-	-	187	175	74	210	44	-	-
	26% ^h	26%	-	28%	23%	-	-	30%	23%	41% ^h	25%	33% ^h	-	-
Comparing what different providers are offering	188	188	-	135	53	-	-	143	121	59	150	34	-	-
	19% ^h	19%	-	21%	16%	-	-	23%	16%	33% ^h	18%	30% ^h	-	-
Setting up a new online account	144	144	-	101	44	-	-	112	96	46	108	33	-	-
	15% ^h	15%	-	15%	13%	-	-	18%	12%	35% ^h	13%	30% ^h	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

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And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	980	**	653	327	**	**	625	769	180	851	112*	**	**
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	103	103	-	76	27	-	-	88	64	37	79	21	-	-
	11%	11%	-	12%	8%	-	-	14%T	8%	21%T	9%	19%T	-	-
Paying the upfront cost of the new handset	97	97	-	74	23	-	-	73	72	22	79	16	-	-
	10%	10%	-	11%	7%	-	-	12%	9%	12%	9%	14%	-	-
Paying the charge to exit your contract early	83	83	-	61	23	-	-	66	51	32	67	16	-	-
	9%	9%	-	9%	7%	-	-	11%	7%	18%T	8%	14%	-	-
Other	16	16	-	10	6	-	-	11	13	2	14	2	-	-
	2%	2%	-	2%	2%	-	-	2%	2%	1%	2%	1%	-	-
Signal / Reception / Network / Coverage	6	6	-	4	1	-	-	4	5	1	6	-	-	-
	1%	1%	-	1%	*	-	-	1%	1%	*	1%	-	-	-
Getting SIM / Ordering the right SIM	4	4	-	4	*	-	-	1	4	-	4	-	-	-
	*	*	-	1%	*	-	-	*	*	-	*	-	-	-
Billing issue / Bill / Being over-charged / Accessing bill etc.	3	3	-	2	*	-	-	*	1	2	1	2	-	-
	*	*	-	*	*	-	-	*	*	1%	*	1%	-	-
Customer service / Service / Contact/Communication (unspecified)	2	2	-	1	2	-	-	2	2	1	2	1	-	-
	*	*	-	*	*	-	-	*	*	*	*	1%	-	-
Getting phone activated/ set-up / PAC code	2	2	-	2	-	-	-	2	2	-	2	-	-	-
	*	*	-	*	-	-	-	*	*	-	*	-	-	-
Cost / Fees (unspecified)	2	2	-	1	1	-	-	1	1	1	2	-	-	-
	*	*	-	*	*	-	-	*	*	*	*	-	-	-
Internet issues	1	1	-	-	1	-	-	1	1	1	1	-	-	-
	*	*	-	-	*	-	-	*	*	*	*	-	-	-
Language barrier / accents etc.	1	1	-	1	-	-	-	-	1	-	1	-	-	-
	*	*	-	*	-	-	-	*	*	*	*	-	-	-
Transferring data from old phone	*	*	-	-	*	-	-	*	*	-	*	-	-	-
	*	*	-	-	*	-	-	*	*	-	*	-	-	-
Speed / Time it took to switch	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Direct debit issue / DD set up wrong etc.	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	4.31m	4.31	-	4.62	3.68	-	-	4.58	3.84	5.65T	4.06	5.71T	-	-

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 116
QA15a PROCESS SUMMARY Major/ Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Process 1	604	286	318	303	215	86	356	247	426	178	532	36	22	14
	62% _{td}	59%	64%	77% _{td}	85% _{td}	45%	64%	58%	64% _{td}	56%	62%	53%	57%	69%
<i> Cancelling your previous service</i>	365	179	186	191	129	45	212	153	264	101	320	22	13	10
	37% _{td}	37%	37%	48% _{td}	33% _{td}	23%	38%	36%	40% _{td}	32%	38%	32%	34%	46%
<i> Getting the information you needed from your previous provider</i>	351	176	175	177	121	53	211	140	255	96	313	19	12	8
	36% _{td}	36%	35%	45% _{td}	31%	28%	38%	33%	38% _{td}	30%	37%	27%	30%	38%
<i> Keeping your phone number</i>	332	153	179	186	105	40	198	134	241	91	300	17	9	6
	34% _{td}	32%	36%	47% _{td}	27%	21%	36%	32%	38% _{td}	29%	33% _{td}	26%	22%	27%
<i> Contacting your old provider</i>	325	156	169	167	116	42	193	132	230	95	294	16	9	5
	33% _{td}	32%	34%	42% _{td}	30% _{td}	22%	35%	31%	35% _{td}	30%	34%	24%	25%	26%
<i> Getting the switch to happen on the date you wanted</i>	278	136	142	155	92	31	169	109	206	72	247	16	11	4
	28% _{td}	28%	28%	39% _{td}	24% _{td}	16%	30%	26%	31% _{td}	23%	29%	23%	29%	20%
Process 2	555	273	281	272	203	79	333	222	396	159	494	31	18	10
	57% _{td}	57%	57%	69% _{td}	52% _{td}	41%	60% _{td}	52%	60% _{td}	50%	58% _{td}	46%	48%	50%
<i> Understanding the relevant steps required to switch provider</i>	339	164	175	171	122	46	211	127	245	93	303	15	13	7
	35% _{td}	34%	35%	43% _{td}	31%	24%	38% _{td}	30%	37% _{td}	29%	36% _{td}	22%	35%	33%
<i> Unlocking your current/ your previous handset</i>	282	150	132	146	101	35	170	112	202	79	251	17	7	6
	29% _{td}	31%	27%	37% _{td}	28% _{td}	18%	31%	26%	31% _{td}	25%	29%	26%	19%	29%
<i> Your previous provider trying to persuade you to stay</i>	276	141	135	139	98	39	151	125	197	80	242	16	11	7
	28% _{td}	29%	27%	35% _{td}	25%	20%	27%	29%	30% _{td}	25%	28%	24%	30%	33%
<i> Contacting your new provider</i>	235	119	116	132	82	20	151	83	181	54	213	10	8	3
	24% _{td}	25%	23%	33% _{td}	21% _{td}	10%	27% _{td}	20%	27% _{td}	17%	23% _{td}	15%	21%	14%
Other than Process 1 or 2	514	248	267	261	190	64	311	203	384	131	458	28	18	10
	52% _{td}	51%	54%	66% _{td}	48% _{td}	33%	56% _{td}	48%	58% _{td}	41%	54% _{td}	41%	48%	49%
<i> Finding time to research the market</i>	314	154	160	165	112	38	204	110	244	70	288	14	9	3
	32% _{td}	32%	32%	42% _{td}	29% _{td}	20%	37% _{td}	26%	37% _{td}	22%	34% _{td}	20%	24%	15%
<i> Comparing what different providers are offering</i>	236	113	123	126	84	26	147	90	180	56	215	9	7	4
	24% _{td}	23%	25%	32% _{td}	21% _{td}	14%	26%	21%	27% _{td}	18%	29% _{td}	14%	19%	20%
<i> Setting up a new online account</i>	174	89	85	94	67	13	105	69	135	39	161	4	7	3
	18% _{td}	18%	17%	24% _{td}	17% _{td}	7%	19%	16%	20% _{td}	12%	19% _{td}	6%	17% _{td}	13%
<i> Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)</i>	136	67	70	83	48	5	92	45	107	29	125	5	4	2
	14% _{td}	14%	14%	21% _{td}	12% _{td}	3%	16% _{td}	11%	16% _{td}	9%	15%	7%	11%	11%
<i> Paying the upfront cost of the new handset</i>	127	58	69	81	41	5	80	47	97	30	115	6	6	1
	13% _{td}	12%	14%	20% _{td}	18% _{td}	3%	14%	11%	15% _{td}	9%	13%	8%	15%	3%

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 116
QA15a PROCESS SUMMARY Major/ Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
<i>Paying the charge to exit your contract early</i>	126	63	62	86	35	5	65	61	97	29	114	7	2	2
	13%	13%	13%	22%Tde	9%de	2%	12%	14%	15%	9%	13%	11%	5%	12%
<i>Other</i>	37	15	22	21	9	7	20	17	26	11	33	2	1	-
	4%	3%	4%	5%de	2%	3%	4%	4%	4%	4%	4%	4%	4%	-
<i>Customer service / Service / Contact/Communication (unspecified)</i>	16	5	11	4	10	1	9	7	9	7	13	1	1	1
	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	1%	2%	2%	7%
<i>Billing issue / Bill / Being over-charged / Accessing bill etc.</i>	14	8	5	4	8	1	6	8	11	2	12	*	2	-
	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	4%	-
<i>Signal / Reception / Network / Coverage</i>	13	6	7	6	5	1	6	6	11	2	13	-	-	-
	1%	1%	1%	2%	1%	*	1%	1%	2%	*	1%	-	-	-
<i>Getting phone activated/ set-up / PAC code</i>	8	5	2	1	4	3	3	4	6	2	5	-	1	2
	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	-	3%	9%
<i>Cost / Fees (unspecified)</i>	5	2	3	4	1	-	2	3	4	1	3	1	1	-
	1%	1%	1%	1%	*	-	*	1%	1%	*	*	2%	4%Tl	-
<i>Speed / Time it took to switch</i>	5	1	4	3	2	-	2	3	3	2	3	-	1	1
	1%	*	1%	1%	*	-	*	1%	*	1%	*	-	2%	7%
<i>Getting SIM / Ordering the right SIM</i>	4	3	1	2	2	*	3	1	3	1	3	1	-	-
	*	1%	*	*	*	*	*	*	*	*	*	2%	-	-
<i>Internet issues</i>	3	2	1	1	-	2	1	2	2	1	3	-	-	-
	*	*	*	*	-	1%de	*	*	*	*	*	-	-	-
<i>Language barrier / accents etc.</i>	2	1	1	*	1	1	1	1	2	1	2	*	-	-
	*	*	*	*	*	1%	*	*	*	*	*	1%	-	-
<i>Direct debit issue / DD set up wrong etc.</i>	2	1	1	2	*	*	1	1	1	1	2	-	-	-
	*	*	*	*	*	*	*	*	*	*	*	-	-	-
<i>Transferring data from old phone</i>	1	1	1	1	-	1	1	*	1	1	1	-	-	-
	*	*	*	*	-	*	*	*	*	*	*	-	-	-
Mean number of mentions	5.58de	5.64	5.49	6.35Tde	5.24de	3.98	5.75	5.30	5.88l	4.86	5.68k	4.51	5.60	4.05

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	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
Process 1	604	604	-	407	197	-	-	413	416	171	499	93	-	-
	62% ^h	62%	-	66%	60%	-	-	66%	54%	39% ^h	59%	53% ^h	-	-
<i> Cancelling your previous service</i>	365	365	-	246	119	-	-	260	223	131	288	70	-	-
	37% ^h	37%	-	38%	36%	-	-	42%	29%	73% ^h	34%	62% ^h	-	-
<i> Getting the information you needed from your previous provider</i>	351	351	-	241	110	-	-	258	215	129	283	63	-	-
	36% ^h	36%	-	37%	34%	-	-	41% ^h	28%	72% ^h	33%	56% ^h	-	-
<i> Keeping your phone number</i>	332	332	-	221	111	-	-	228	201	121	260	65	-	-
	34% ^h	34%	-	34%	34%	-	-	36%	26%	68% ^h	31%	58% ^h	-	-
<i> Contacting your old provider</i>	325	325	-	224	101	-	-	230	182	135	256	64	-	-
	33% ^h	33%	-	34%	31%	-	-	37%	24%	75% ^h	30%	57% ^h	-	-
<i> Getting the switch to happen on the date you wanted</i>	278	278	-	200	78	-	-	202	160	108	209	62	-	-
	25% ^h	28%	-	31%	24%	-	-	32%	21%	60% ^h	25%	53% ^h	-	-
Process 2	555	555	-	375	179	-	-	389	374	163	449	94	-	-
	57% ^h	57%	-	57%	55%	-	-	62% ^h	49%	91% ^h	53%	84% ^h	-	-
<i> Understanding the relevant steps required to switch provider</i>	339	339	-	239	100	-	-	236	204	122	264	68	-	-
	35% ^h	35%	-	37%	31%	-	-	38%	27%	68% ^h	31%	61% ^h	-	-
<i> Unlocking your current/ your previous handset</i>	282	282	-	197	84	-	-	205	170	100	217	59	-	-
	29% ^h	29%	-	30%	26%	-	-	33%	22%	58% ^h	26%	55% ^h	-	-
<i> Your previous provider trying to persuade you to stay</i>	276	276	-	187	89	-	-	209	179	92	230	43	-	-
	28% ^h	28%	-	29%	27%	-	-	33% ^h	23%	61% ^h	27%	38% ^h	-	-
<i> Contacting your new provider</i>	235	235	-	176	58	-	-	176	136	88	170	57	-	-
	24% ^h	24%	-	27%	18%	-	-	28%	18%	49% ^h	20%	51% ^h	-	-
Other than Process 1 or 2	514	514	-	347	168	-	-	364	355	145	419	87	-	-
	52% ^h	52%	-	53%	51%	-	-	58% ^h	46%	81% ^h	49%	77% ^h	-	-
<i> Finding time to research the market</i>	314	314	-	221	93	-	-	227	209	94	248	59	-	-
	32% ^h	32%	-	34%	29%	-	-	36%	27%	53% ^h	29%	53% ^h	-	-
<i> Comparing what different providers are offering</i>	236	236	-	170	66	-	-	176	147	81	186	45	-	-
	24% ^h	24%	-	26%	20%	-	-	28%	19%	45% ^h	22%	40% ^h	-	-
<i> Setting up a new online account</i>	174	174	-	123	51	-	-	136	114	57	132	38	-	-
	18% ^h	18%	-	19%	16%	-	-	22% ^h	15%	32% ^h	16%	34% ^h	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 116
QA15a PROCESS SUMMARY Major/ Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	980	**	653	327	**	**	625	769	180	851	112*	**	**
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	136	136	-	103	33	-	-	118	81	51	103	30	-	-
		14%	-	16%	10%	-	-	19%	11%	28%	12%	27%	-	-
Paying the upfront cost of the new handset	127	127	-	98	29	-	-	97	89	35	100	25	-	-
		13%	-	15%	9%	-	-	15%	12%	19%	12%	22%	-	-
Paying the charge to exit your contract early	126	126	-	92	33	-	-	101	76	47	98	28	-	-
		13%	-	14%	10%	-	-	16%	10%	26%	11%	25%	-	-
Other	37	37	-	26	11	-	-	26	22	15	27	10	-	-
		4%	-	4%	3%	-	-	4%	3%	6%	3%	9%	-	-
Customer service / Service / Contact/Communication (unspecified)	16	16	-	10	6	-	-	11	10	6	12	3	-	-
		2%	-	2%	2%	-	-	2%	1%	3%	1%	3%	-	-
Billing issue / Bill / Being over-charged / Accessing bill etc.	14	14	-	11	3	-	-	8	3	10	9	5	-	-
		1%	-	2%	1%	-	-	1%	*	6%	1%	4%	-	-
Signal / Reception / Network / Coverage	13	13	-	10	3	-	-	10	9	4	10	3	-	-
		1%	-	1%	1%	-	-	2%	1%	2%	1%	3%	-	-
Getting phone activated/ set-up / PAC code	8	8	-	4	3	-	-	7	3	4	5	2	-	-
		1%	-	1%	1%	-	-	1%	*	2%	1%	2%	-	-
Cost / Fees (unspecified)	5	5	-	4	1	-	-	4	4	1	4	1	-	-
		1%	-	1%	*	-	-	1%	*	1%	1%	1%	-	-
Speed / Time it took to switch	5	5	-	3	2	-	-	4	2	3	3	1	-	-
		1%	-	*	1%	-	-	1%	*	2%	*	1%	-	-
Getting SIM / Ordering the right SIM	4	4	-	4	*	-	-	1	4	-	4	-	-	-
		*	-	1%	*	-	-	*	*	-	*	-	-	-
Internet issues	3	3	-	-	3	-	-	1	1	1	2	1	-	-
		*	-	-	1%	-	-	*	*	1%	*	*	-	-
Language barrier / accents etc.	2	2	-	1	1	-	-	2	1	1	2	1	-	-
		*	-	*	*	-	-	*	*	1%	*	1%	-	-
Direct debit issue / DD set up wrong etc.	2	2	-	1	1	-	-	1	1	2	2	*	-	-
		*	-	*	*	-	-	*	*	1%	*	*	-	-
Transferring data from old phone	1	1	-	1	1	-	-	1	1	*	1	-	-	-
		*	-	*	*	-	-	*	*	*	*	-	-	-
Mean number of mentions	5.56	5.56	-	5.90	4.90	-	-	6.02	4.62	6.30	5.16	7.77	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 117
QA15a/b PROCESS SUMMARY: Overall major difficulty
Base: All switchers having at least one major difficulty

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	487	228	259	224	177	86	319	168	343	144	420	32	28	7
Base	371	183	189	193	133	46*	215	156	262	109	327	21**	15**	8**
Effective Base	376	177	200	180	140	61	245	137	262	115	324	26	26	6
Process 1	147	67	80	81	50	16	76	71	110	37	128	10	7	3
40%		37%	42%	42%	38%	35%	35%	45%	42%	34%	39%	46%	44%	32%
Keeping your phone number	50	19	31	27	17	6	20	30	36	15	46	3	1	-
14%		10%	17%	14%	13%	14%	10%	18%	14%	13%	14%	16%	8%	-
Getting the switch to happen on the date you wanted	25	16	10	16	7	2	17	8	19	6	21	1	3	-
7%		8%	5%	8%	5%	5%	8%	5%	7%	6%	7%	5%	17%	-
Cancelling your previous service	25	9	16	15	10	*	11	14	20	5	24	-	-	1
7%		5%	9%	8%	7%	1%	5%	9%	8%	4%	7%	-	-	17%
Contacting your old provider	25	13	11	13	8	4	12	13	18	6	22	1	1	-
7%		7%	6%	7%	6%	8%	6%	8%	7%	6%	7%	6%	8%	-
Getting the information you needed from your previous provider	22	11	11	11	8	3	16	6	17	5	15	4	2	1
6%		6%	6%	5%	6%	7%	7%	4%	6%	4%	5%	19%	11%	15%
Process 2	89	54	35	41	34	14	52	36	58	31	78	5	4	2
24%		29%	19%	21%	26%	30%	24%	23%	22%	28%	24%	22%	29%	25%
Your previous provider trying to persuade you to stay	32	17	15	13	13	6	18	14	20	12	27	*	3	1
9%		9%	8%	7%	10%	12%	8%	9%	8%	11%	8%	2%	21%	12%
Unlocking your current/ your previous handset	24	19	5	7	10	6	13	10	16	8	20	3	1	-
8%		10%	2%	4%	7%	14%	6%	7%	6%	7%	6%	15%	4%	-
Contacting your new provider	18	10	8	10	7	1	11	6	13	4	16	-	-	1
5%		5%	4%	5%	6%	1%	5%	4%	5%	4%	5%	-	-	13%
Understanding the relevant steps required to switch provider	16	8	8	11	4	1	10	6	9	7	15	1	1	-
4%		4%	4%	6%	3%	3%	5%	4%	3%	6%	4%	4%	4%	-
Other than Process 1 or 2	136	61	74	71	49	16	87	49	94	41	121	7	4	4
37%		34%	39%	37%	37%	34%	40%	31%	36%	38%	37%	32%	27%	43%
Finding time to research the market	21	9	12	11	8	2	14	8	14	7	20	*	*	-
6%		5%	7%	6%	6%	4%	6%	5%	6%	6%	6%	2%	3%	-
Paying the charge to exit your contract early	18	9	10	16	3	-	13	5	15	3	17	1	*	-
5%		5%	5%	9%	2%	-	6%	3%	6%	3%	5%	4%	3%	-
Comparing what different providers are offering	18	10	8	9	6	2	13	5	12	6	17	1	-	-
5%		5%	4%	5%	5%	5%	6%	3%	4%	6%	5%	3%	-	-
Paying the upfront cost of the new handset	9	5	4	4	4	4	6	3	6	4	8	1	*	-
3%		3%	2%	2%	3%	2%	3%	2%	2%	3%	3%	4%	2%	-
Setting up a new online account	9	4	6	6	3	-	7	2	6	3	6	-	1	2
2%		2%	3%	3%	2%	-	3%	1%	2%	3%	2%	-	9%	21%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 117
 QA15a/b PROCESS SUMMARY: Overall major difficulty
 Base: All switchers having at least one major difficulty

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	371	183	189	193	133	46*	215	156	262	109	327	21**	15**	8**
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	8	4	4	4	4	-	6	2	6	1	8	-	-	-
Other	52	21	31	21	21	11	27	25	35	17	45	4	1	2
	14%	12%	16%	11%	16%	24%	13%	16%	13%	16%	14%	19%	10%	22%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 117
QA15a/b PROCESS SUMMARY: Overall major difficulty
Base: All switchers having at least one major difficulty

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	487	487	-	248	239	-	-	351	299	175	390	89	-	-
Base	371	371	-**	238	133	-**	-**	269	226	134	288	76*	-**	-**
Effective Base	376	376	-	206	194	-	-	271	235	131	300	70	-	-
Process 1	147	147	-	86	61	-	-	103	86	58	109	35	-	-
	40%	40%	-	36%	46%	-	-	38%	38%	43%	38%	46%	-	-
<i>Keeping your phone number</i>	50	50	-	23	28	-	-	32	33	16	36	13	-	-
	14%	14%	-	10%	21%	-	-	12%	15%	12%	13%	17%	-	-
<i>Getting the switch to happen on the date you wanted</i>	25	25	-	17	8	-	-	18	16	8	20	4	-	-
	7%	7%	-	7%	6%	-	-	7%	7%	6%	7%	5%	-	-
<i>Cancelling your previous service</i>	25	25	-	16	9	-	-	19	13	12	20	4	-	-
	7%	7%	-	7%	7%	-	-	7%	6%	9%	7%	6%	-	-
<i>Contacting your old provider</i>	25	25	-	15	10	-	-	17	13	11	16	8	-	-
	7%	7%	-	6%	7%	-	-	6%	6%	9%	6%	11%	-	-
<i>Getting the information you needed from your previous provider</i>	22	22	-	16	6	-	-	16	11	10	17	5	-	-
	6%	6%	-	7%	4%	-	-	6%	5%	7%	6%	7%	-	-
Process 2	89	89	-	58	31	-	-	67	53	31	71	16	-	-
	24%	24%	-	24%	23%	-	-	25%	24%	23%	25%	20%	-	-
<i>Your previous provider trying to persuade you to stay</i>	32	32	-	22	10	-	-	24	19	11	27	5	-	-
	9%	9%	-	9%	8%	-	-	9%	8%	8%	9%	6%	-	-
<i>Unlocking your current/ your previous handset</i>	24	24	-	12	12	-	-	19	14	9	18	5	-	-
	6%	6%	-	5%	9%	-	-	7%	6%	7%	6%	6%	-	-
<i>Contacting your new provider</i>	18	18	-	13	4	-	-	12	13	5	12	6	-	-
	5%	5%	-	5%	3%	-	-	4%	6%	4%	4%	7%	-	-
<i>Understanding the relevant steps required to switch provider</i>	16	16	-	12	4	-	-	12	8	6	14	1	-	-
	4%	4%	-	5%	3%	-	-	5%	4%	4%	5%	1%	-	-
Other than Process 1 or 2	136	136	-	95	41	-	-	98	87	45	108	26	-	-
	37%	37%	-	40%	31%	-	-	37%	38%	34%	37%	34%	-	-
<i>Finding time to research the market</i>	21	21	-	13	8	-	-	15	16	4	17	4	-	-
	6%	6%	-	5%	6%	-	-	6%	7%	3%	6%	5%	-	-
<i>Paying the charge to exit your contract early</i>	18	18	-	13	5	-	-	13	13	5	14	4	-	-
	5%	5%	-	5%	4%	-	-	5%	6%	4%	5%	6%	-	-
<i>Comparing what different providers are offering</i>	18	18	-	12	6	-	-	13	14	3	16	2	-	-
	5%	5%	-	5%	4%	-	-	5%	6%	2%	6%	2%	-	-
<i>Paying the upfront cost of the new handset</i>	9	9	-	7	2	-	-	6	6	4	6	3	-	-
	3%	3%	-	3%	2%	-	-	2%	3%	3%	2%	4%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 117
QA15a/b PROCESS SUMMARY: Overall major difficulty
Base: All switchers having at least one major difficulty

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	371		**	238	133		**	269	226	134	288	76*		**
Setting up a new online account	9	9	-	6	3	-	-	8	6	3	9	-	-	-
	2%	2%	-	2%	2%	-	-	3%	3%	2%	3%	-	-	-
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	8	8	-	5	2	-	-	6	5	1	6	1	-	-
	2%	2%	-	2%	2%	-	-	2%	2%	1%	2%	1%	-	-
Other	52	52	-	38	14	-	-	37	27	25	39	13	-	-
	14%	14%	-	16%	10%	-	-	14%	12%	19%	14%	17%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 118
QA15a SUMMARY Major Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Contacting your old provider	103	48	55	55	33	15	55	49	69	34	89	8	3	3
	11%	10%	11%	14%Tde	9%	8%	10%	11%	10%	11%	10%	11%	9%	14%
Canceling your previous service	98	54	44	59	26	13	56	42	69	29	86	5	4	3
	10%Tde	11%	9%	13%Tde	7%	7%	10%	10%	10%	9%	10%	8%	9%	14%
Keeping your phone number	96	38	58	48	33	15	45	50	62	34	86	5	3	2
	10%	8%	12%Tde	12%	8%	8%	8%	12%	9%	11%	10%	7%	9%	7%
Getting the information you needed from your previous provider	84	43	41	41	28	15	50	34	63	21	71	9	3	1
	9%	9%	8%	10%	7%	8%	9%	8%	10%	7%	8%	14%	7%	6%
Unlocking your current/your previous handset	74	49	26	32	30	13	42	32	49	25	64	7	2	2
	8%	10%Tde	5%	8%	8%	7%	8%	8%	7%	8%	7%	10%	5%	9%
Getting the switch to happen on the date you wanted	73	37	37	45	23	6	42	31	57	17	66	3	3	1
	7%Tde	8%	7%	11%Tde	6%	3%	8%	7%	9%	5%	8%	4%	9%	7%
Your previous provider trying to persuade you to stay	71	39	32	36	24	11	43	28	48	23	59	5	4	3
	7%	8%	6%	9%	6%	6%	8%	7%	7%	7%	7%	8%	11%	14%
Understanding the relevant steps required to switch provider	71	38	33	37	25	9	43	28	50	21	65	3	3	-
	7%	8%	7%	9%Tde	6%	4%	8%	7%	8%	7%	8%	4%	7%	-
Finding time to research the market	55	25	31	34	15	6	38	18	42	13	53	1	2	-
	6%	5%	6%	9%Tde	4%	3%	7%	4%	6%	4%	6%	2%	5%	-
Contacting your new provider	51	28	24	33	15	3	29	22	37	15	49	2	-	1
	5%Tde	6%	5%	9%Tde	4%	2%	5%	5%	6%	5%	6%	3%	-	5%
Comparing what different providers are offering	48	24	25	26	16	6	31	17	36	13	47	1	*	-
	5%	5%	5%	7%	4%	3%	6%	4%	5%	4%	5%	2%	1%	-
Paying the charge to exit your contract early	42	22	20	34	6	2	27	16	31	11	38	2	*	1
	4%Tde	5%	4%	9%Tde	2%	1%	5%	4%	5%	4%	5%	3%	1%	7%
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	33	19	14	22	10	1	24	10	26	7	31	*	1	-
	3%Tde	4%	3%	6%Tde	3%	1%	4%	2%	4%	2%	4%	1%	3%	-
Paying the upfront cost of the new handset	30	15	15	19	9	2	17	12	22	8	26	1	2	-
	3%	3%	3%	5%Tde	2%	1%	3%	3%	3%	2%	3%	2%	5%	-
Setting up a new online account	29	13	17	17	9	3	19	11	22	7	25	-	3	2
	3%	3%	3%	4%	2%	2%	3%	3%	3%	2%	3%	-	7%Tde	8%
Customer service / Service / Contact/Communication (unspecified)	14	3	11	4	8	1	8	6	8	6	10	1	1	1
	1%	1%	2%Tde	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	7%
Billing issue / Bill / Being over-charged / Accessing bill etc.	11	7	4	4	6	1	4	7	9	2	9	*	2	-
	1%	2%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	4%Tde	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 118
QA15a SUMMARY Major Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	990	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Signal / Reception / Network / Coverage	7	2	5	3	3	1	3	4	5	2	7	-	-	-
Getting phone activated/set-up / PAC code	6	4	2	1	3	2	1	4	4	2	3	-	1	2
Speed / Time it took to switch	5	1	4	3	2	-	2	3	3	2	3	-	1	1
Cost / Fees (unspecified)	3	2	2	3	1	-	1	3	2	1	1	1	1	-
Direct debit issue / DD set up wrong etc.	2	1	1	2	*	*	1	1	1	1	2	-	-	-
Language barrier / accents etc.	2	1	1	*	1	1	1	1	1	1	*	1%	-	-
Internet issues	1	1	1	-	-	1	-	1	1	1	1	-	-	-
Transferring data from old phone	1	*	1	1	-	*	1	*	1	*	1	-	-	-
Getting SIM / Ordering the right SIM	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23	9	14	12	5	5	13	10	15	8	19	2	1	-
	2%	2%	3%	3%	1%	3%	2%	2%	2%	2%	2%	4%	4%	-
No major difficulty	608	301	308	203	259	147	340	268	400	209	526	47	23	12
	61%	62%	62%	51%	66%	76%	61%	63%	60%	66%	62%	69%	61%	60%
Net: Any difficulty	371	183	189	193	133	46	215	156	262	109	327	21	15	8
	38%	38%	38%	49%	34%	24%	39%	37%	40%	34%	38%	31%	39%	40%
Net: Process 1	244	115	129	135	81	28	140	105	173	71	215	15	10	5
	25%	24%	26%	34%	21%	15%	25%	25%	26%	22%	25%	22%	25%	23%
Net: Process 2	194	108	86	98	71	24	114	80	131	63	171	13	7	4
	20%	22%	17%	25%	18%	13%	20%	19%	20%	20%	20%	19%	17%	19%
Net: Process 1 or 2	310	160	150	159	112	38	177	133	218	92	276	17	13	5
	32%	33%	30%	40%	29%	20%	32%	31%	33%	29%	32%	25%	33%	23%
Net: Other than Process 1	302	153	149	157	108	37	181	121	211	91	264	18	12	7
	31%	32%	30%	40%	29%	19%	33%	28%	32%	29%	31%	27%	32%	36%
Net: Other than Process 2	334	161	174	182	113	39	194	140	238	97	293	20	13	8
	34%	33%	35%	46%	29%	21%	35%	33%	36%	30%	34%	29%	35%	40%
Net: Other than Process 1 or 2	199	93	106	111	67	21	120	79	143	56	178	8	8	5
	20%	19%	21%	28%	17%	11%	22%	19%	22%	18%	21%	11%	22%	24%
Mean number of mentions	2.80	2.86	2.74	2.96	2.52	2.90	2.77	2.83	2.80	2.79	2.80	2.74	2.72	2.81

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 118
QA15a SUMMARY Major Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
Contacting your old provider	103	103	-	67	37	-	-	77	40	62	74	30	-	-
	11% _h	11%	-	10%	11%	-	-	12%	5%	24% _h	9%	27% _h	-	-
Cancelling your previous service	98	98	-	57	41	-	-	81	39	56	74	22	-	-
	10% _h	10%	-	9%	13%	-	-	13%	5%	31% _h	9%	20% _h	-	-
Keeping your phone number	96	96	-	49	46	-	-	61	50	42	67	26	-	-
	10% _h	10%	-	8%	14% _h	-	-	10%	7%	24% _h	8%	23% _h	-	-
Getting the information you needed from your previous provider	84	84	-	56	28	-	-	63	37	46	66	18	-	-
	9% _h	9%	-	9%	8%	-	-	10%	5%	26% _h	8%	16% _h	-	-
Unlocking your current/your previous handset	74	74	-	43	31	-	-	54	42	32	54	20	-	-
	8% _h	8%	-	7%	10%	-	-	9%	5%	10% _h	6%	17% _h	-	-
Getting the switch to happen on the date you wanted	73	73	-	52	22	-	-	57	35	37	57	15	-	-
	8% _h	8%	-	8%	7%	-	-	9%	5%	21% _h	7%	14% _h	-	-
Your previous provider trying to persuade you to stay	71	71	-	46	25	-	-	55	32	35	56	13	-	-
	7% _h	7%	-	7%	8%	-	-	9%	4%	20% _h	7%	11%	-	-
Understanding the relevant steps required to switch provider	71	71	-	49	21	-	-	49	29	37	45	23	-	-
	7% _h	7%	-	8%	7%	-	-	8%	4%	21% _h	5%	21% _h	-	-
Finding time to research the market	55	55	-	38	17	-	-	41	33	20	38	15	-	-
	6% _h	6%	-	6%	5%	-	-	6%	4%	11% _h	4%	14% _h	-	-
Contacting your new provider	51	51	-	38	14	-	-	39	29	23	35	15	-	-
	5% _h	5%	-	6%	4%	-	-	6%	4%	13% _h	4%	14% _h	-	-
Comparing what different providers are offering	48	48	-	35	13	-	-	33	27	21	36	11	-	-
	5% _h	5%	-	5%	4%	-	-	5%	3%	12% _h	4%	10% _h	-	-
Paying the charge to exit your contract early	42	42	-	31	11	-	-	35	24	16	31	11	-	-
	4% _h	4%	-	5%	3%	-	-	6%	3%	9% _h	4%	10% _h	-	-
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	33	33	-	27	6	-	-	29	18	14	23	9	-	-
	3% _h	3%	-	4%	2%	-	-	5%	2%	8% _h	3%	8% _h	-	-
Paying the upfront cost of the new handset	30	30	-	23	6	-	-	24	17	12	21	9	-	-
	3% _h	3%	-	4%	2%	-	-	4%	2%	7% _h	2%	6% _h	-	-
Setting up a new online account	29	29	-	22	7	-	-	24	18	11	25	5	-	-
	3% _h	3%	-	3%	2%	-	-	4%	2%	6% _h	3%	4%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 118
QA15a SUMMARY Major Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	980	**	653	327	**	**	625	769	180	851	112*	**	**
Customer service / Service / Contact/Communication (unspecified)	14	14	-	10	4	-	-	9	8	5	10	2	-	-
Billing issue / Bill / Being over-charged / Accessing bill etc.	11	11	-	9	2	-	-	8	2	9	8	3	-	-
Signal / Reception / Network / Coverage	7	7	-	5	2	-	-	6	4	3	4	3	-	-
Getting phone activated/set-up / PAC code	6	6	-	2	3	-	-	5	2	4	4	2	-	-
Speed / Time it took to switch	5	5	-	3	2	-	-	4	2	3	3	1	-	-
Cost / Fees (unspecified)	3	3	-	3	0	-	-	3	3	0	3	1	-	-
Direct debit issue / DD set up wrong etc.	2	2	-	1	1	-	-	1	1	2	2	0	-	-
Language barrier / accents etc.	2	2	-	1	1	-	-	2	1	1	1	1	-	-
Internet issues	1	1	-	0	1	-	-	1	1	1	1	0	-	-
Transferring data from old phone	1	1	-	1	0	-	-	1	1	0	1	0	-	-
Getting SIM / Ordering the right SIM	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23	23	-	16	7	-	-	16	11	12	13	9	-	-
No major difficulty	608	608	-	415	194	-	-	357	543	46	563	36	-	-
Net: Any difficulty	371	371	-	238	133	-	-	269	226	134	288	76	-	-
Net: Process 1	244	244	-	150	94	-	-	178	130	108	183	57	-	-
Net: Process 2	194	194	-	124	70	-	-	137	102	86	141	48	-	-
Net: Process 1 or 2	310	310	-	195	114	-	-	222	176	123	236	67	-	-
Net: Other than Process 1	302	302	-	199	102	-	-	219	177	116	229	66	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 118
QA15a SUMMARY Major Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Net: Other than Process 2	334	-	216	118	-	-	245	196	128	256	71	-	-
	34% ^h		33%	36%			39% ^g	25%	71% ⁱ	30%	63% ^j		
Net: Other than Process 1 or 2	199	-	141	57	-	-	147	116	75	149	45	-	-
	20% ^h		22%	18%			24%	15%	42% ⁱ	18%	40% ^j		
Mean number of mentions	2.80 ^h		2.89	2.64			2.90	2.23	3.80 ⁱ	2.62	3.52 ^j		

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 119
QA15a SUMMARY Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Understanding the relevant steps required to switch provider	268	126	142	134	96	38	168	100	195	72	238	13	11	7
	27%	26%	29%	34%Tde	25%	20%	30%g	23%	30%	23%	28%	19%	28%	33%
Getting the information you needed from your previous provider	267	132	135	136	93	38	162	105	192	75	242	9	9	7
	27%	27%	27%	34%Tde	24%	20%	29%	25%	29%	24%	28%	14%	24%	32%
Cancelling your previous service	267	125	141	132	103	32	156	111	195	71	234	16	9	7
	27%	26%	28%	33%Tde	29%	17%	28%	26%	29%	22%	27%	24%	24%	33%
Finding time to research the market	259	130	129	130	97	32	166	93	202	57	236	13	7	3
	26%	27%	26%	33%Tde	25%	16%	30%g	22%	30%	18%	28%	19%	19%	15%
Keeping your phone number	236	115	121	138	72	26	153	83	179	57	214	13	5	4
	24%	24%	24%	35%Tde	18%	13%	27%g	20%	27%	18%	25%	19%	14%	20%
Contacting your old provider	222	108	114	112	83	27	138	84	161	61	205	8	6	3
	22%	22%	23%	28%Tde	21%	14%	25%	20%	24%	19%	21%	12%	16%	13%
Unlocking your current/your previous handset	207	101	106	114	71	22	128	79	153	54	187	10	5	4
	21%	21%	21%	29%Tde	18%	11%	23%	19%	23%	17%	22%	15%	14%	21%
Your previous provider trying to persuade you to stay	205	102	103	104	74	27	109	97	149	57	183	11	7	4
	21%	21%	21%	26%Tde	19%	14%	20%	23%	22%	18%	21%	19%	19%	19%
Getting the switch to happen on the date you wanted	204	100	105	110	70	24	127	78	150	55	181	13	8	3
	21%	21%	21%	28%Tde	18%	13%	23%	18%	23%	17%	21%	19%	21%	13%
Comparing what different providers are offering	188	89	98	99	68	20	116	72	144	43	168	8	7	4
	19%	19%	20%	25%Tde	17%	10%	21%	17%	22%	14%	20%	12%	18%	20%
Contacting your new provider	183	91	92	100	67	16	122	61	144	39	165	9	8	2
	19%	19%	18%	23%Tde	17%	9%	22%g	12%	22%	12%	19%	13%	21%	9%
Setting up a new online account	144	76	68	77	57	11	86	58	113	31	136	4	4	1
	15%	16%	14%	19%Tde	15%	5%	15%	14%	17%	10%	16%	6%	10%	4%
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	103	47	56	61	38	4	68	35	82	22	93	5	3	2
	11%	10%	11%	15%Tde	10%	2%	12%g	8%	12%	7%	11%	7%	8%	11%
Paying the upfront cost of the new handset	97	42	55	62	31	4	62	35	75	22	88	4	4	1
	10%	9%	11%	16%Tde	8%	2%	11%	8%	11%	7%	10%	7%	10%	3%
Paying the charge to exit your contract early	83	41	42	51	29	3	38	45	65	18	75	5	2	1
	8%	8%	9%	13%Tde	7%	1%	7%	11%	10%	6%	9%	8%	4%	5%
Signal / Reception / Network / Coverage	6	4	2	4	2	-	3	3	6	-	6	-	-	-
	1%	1%	-	1%	-	-	1%	1%	1%	-	1%	-	-	-
Getting SIM / Ordering the right SIM	4	3	1	2	2	-	3	1	3	1	3	1	-	-
	*	1%	-	*	*	-	*	*	*	-	*	2%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 119
QA15a SUMMARY Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Billing issue / Bill / Being over-charged / Accessing bill etc.	3	1	2	2	1	1	2	3	-	3	-	-	-
Customer service / Service / Contact/Communication (unspecified)	2	2	-	2	-	2	1	2	1	2	-	-	-
Getting phone activated/set-up / PAC code	2	1	1	1	1	2	-	2	-	2	-	-	-
Cost / Fees (unspecified)	2	1	1	1	-	1	1	2	-	2	-	-	-
Internet issues	1	1	1	-	1	1	1	1	-	1	-	-	-
Language barrier / accents etc.	1	1	-	-	1	-	1	1	-	1	-	-	-
Transferring data from old phone	*	*	-	-	*	*	*	*	*	*	*	*	*
Direct debit issue / DD set up wrong etc.	-	-	-	-	-	-	-	-	-	-	-	-	-
Speed / Time it took to switch	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16	8	8	9	5	2	9	7	11	5	16	-	-
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	-	-
No minor difficulty	290	149	141	63	144	83	148	142	175	115	244	28	15
	30%	31%	28%	16%	37%Tde	43%Tde	27%	33%Tde	26%	36%Tde	29%	42%Tde	41%
Net: Any difficulty	690	334	356	333	248	109	407	282	487	203	609	39	23
	70%Tde	69%	72%	64%Tde	63%	57%	72%Tde	67%	74%Tde	64%	71%Tde	58%	59%
Net: Process 1	559	263	296	286	196	77	337	222	397	162	495	30	19
	57%Tde	55%	60%	72%Tde	50%Tde	40%	61%Tde	52%	60%Tde	51%	58%Tde	45%	50%
Net: Process 2	497	238	259	248	183	66	300	198	361	137	446	26	17
	51%Tde	49%	52%	63%Tde	47%Tde	34%	54%Tde	47%	54%Tde	43%	52%Tde	38%	44%
Net: Process 1 or 2	647	314	333	317	233	97	383	264	455	192	575	35	21
	66%Tde	65%	67%	80%Tde	59%Tde	50%	69%Tde	62%	69%Tde	60%	67%Tde	52%	56%
Net: Other than Process 1	617	296	321	311	220	86	369	248	444	173	549	35	20
	63%Tde	61%	65%	70%Tde	50%Tde	45%	66%Tde	58%	67%Tde	54%	64%Tde	51%	53%
Net: Other than Process 2	647	308	339	318	234	95	390	256	461	186	572	36	22
	66%Tde	64%	68%	80%Tde	60%Tde	50%	70%Tde	60%	70%Tde	59%	67%Tde	53%	57%
Net: Other than Process 1 or 2	463	222	241	244	167	52	284	178	347	116	415	24	15
	47%Tde	46%	48%	62%Tde	49%Tde	27%	51%Tde	42%	52%Tde	36%	49%Tde	36%	39%
Mean number of mentions	4.31e	4.33	4.28	4.74Te	4.29e	3.01	4.46	4.08	4.57T	3.66	4.40	3.64	4.21
													2.80

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 119
QA15a SUMMARY Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
Understanding the relevant steps required to switch provider	268	268	-	189	79	-	-	187	175	85	218	45	-	-
	27% ^h	27%	-	29%	24%	-	-	30%	23%	47% ^h	26%	40% ^h	-	-
Getting the information you needed from your previous provider	267	267	-	185	82	-	-	196	178	82	217	45	-	-
	27% ^h	27%	-	28%	25%	-	-	31%	23%	46% ^h	26%	40% ^h	-	-
Cancelling your previous service	267	267	-	189	78	-	-	179	184	75	214	48	-	-
	27% ^h	27%	-	29%	24%	-	-	29%	24%	42% ^h	25%	43% ^h	-	-
Finding time to research the market	259	259	-	182	76	-	-	187	175	74	210	44	-	-
	26% ^h	26%	-	28%	23%	-	-	30%	23%	41% ^h	25%	39% ^h	-	-
Keeping your phone number	236	236	-	171	64	-	-	167	150	79	193	38	-	-
	24% ^h	24%	-	26%	20%	-	-	27%	20%	44% ^h	23%	34% ^h	-	-
Contacting your old provider	222	222	-	157	65	-	-	153	142	74	182	34	-	-
	23% ^h	23%	-	24%	20%	-	-	24%	18%	41% ^h	21%	31% ^h	-	-
Unlocking your current/your previous handset	207	207	-	154	53	-	-	151	128	69	163	39	-	-
	21% ^h	21%	-	24%	16%	-	-	24%	17%	38% ^h	19%	35% ^h	-	-
Your previous provider trying to persuade you to stay	205	205	-	141	64	-	-	155	147	57	174	30	-	-
	21% ^h	21%	-	22%	20%	-	-	25%	19%	31% ^h	20%	27%	-	-
Getting the switch to happen on the date you wanted	204	204	-	148	56	-	-	146	125	71	152	46	-	-
	21% ^h	21%	-	23%	17%	-	-	23%	16%	40% ^h	18%	31% ^h	-	-
Comparing what different providers are offering	188	188	-	135	53	-	-	143	121	59	150	34	-	-
	19% ^h	19%	-	21%	16%	-	-	23%	16%	33% ^h	18%	30% ^h	-	-
Contacting your new provider	183	183	-	139	45	-	-	138	107	65	135	42	-	-
	19% ^h	19%	-	21%	14%	-	-	22%	14%	36% ^h	16%	37% ^h	-	-
Setting up a new online account	144	144	-	101	44	-	-	112	96	46	108	33	-	-
	15% ^h	15%	-	15%	13%	-	-	18%	12%	25% ^h	13%	30% ^h	-	-
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	103	103	-	76	27	-	-	88	64	37	79	21	-	-
	11% ^h	11%	-	12%	8%	-	-	14% ^h	8%	21% ^h	9%	10% ^h	-	-
Paying the upfront cost of the new handset	97	97	-	74	23	-	-	73	72	22	79	16	-	-
	10% ^h	10%	-	11%	7%	-	-	12%	9%	12%	9%	14%	-	-
Paying the charge to exit your contract early	83	83	-	61	23	-	-	66	51	32	67	16	-	-
	9% ^h	9%	-	9%	7%	-	-	11%	7%	18% ^h	8%	14% ^h	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 119
QA15a SUMMARY Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	980	**	653	327	**	**	625	769	180	851	112*	**	**
Signal / Reception / Network / Coverage	6	6	-	4	1	-	-	4	5	1	6	-	-	-
Getting SIM / Ordering the right SIM	4	4	-	4	*	-	-	1	4	-	4	-	-	-
Billing issue / Bill / Being over-charged / Accessing bill etc.	3	3	-	2	*	-	-	*	1	2	1	2	-	-
Customer service / Service / Contact/Communication (unspecified)	2	2	-	1	*	-	-	2	2	1	2	1	-	-
Getting phone activated/set-up / PAC code	2	2	-	2	-	-	-	2	2	-	2	-	-	-
Cost / Fees (unspecified)	2	2	-	1	1	-	-	1	1	1	2	*	-	-
Internet issues	1	1	-	-	1	-	-	1	1	1	1	-	-	-
Language barrier / accents etc.	1	1	-	1	-	-	-	-	1	-	1	-	-	-
Transferring data from old phone	*	*	-	-	*	-	-	*	*	-	*	-	-	-
Direct debit issue / DD set up wrong etc.	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Speed / Time it took to switch	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16	16	-	10	6	-	-	11	13	2	14	2	-	-
No minor difficulty	290	290	-	193	97	-	-	153	262	14	266	18	-	-
Net: Any difficulty	690	690	-	461	229	-	-	472	506	165	584	94	-	-
Net: Process 1	559	559	-	390	169	-	-	383	391	154	465	84	-	-
Net: Process 2	497	497	-	342	155	-	-	354	339	142	409	80	-	-
Net: Process 1 or 2	647	647	-	437	210	-	-	446	466	164	543	93	-	-
Net: Other than Process 1	617	617	-	414	203	-	-	433	440	159	516	90	-	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 119
QA15a SUMMARY Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Net: Other than Process 2	647	-	440	207	-	-	440	468	162	546	91	-	-
	66%	-	67%	63%	-	-	70%	61%	90%T	64%	81%T	-	-
Net: Other than Process 1 or 2	463	-	316	147	-	-	332	322	129	382	72	-	-
	47%	-	48%	45%	-	-	53%T	42%	72%T	45%	64%T	-	-
Mean number of mentions	4.31	-	4.62	3.68	-	-	4.58	3.84	5.65T	4.06	5.71T	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 120
QA15a SUMMARY Major/ Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Cancelling your previous service	365	179	186	191	129	45	212	153	264	101	320	22	13	10
		37%	37%	48%Tde	39%	23%	38%	36%	40%	32%	38%	32%	34%	46%
Getting the information you needed from your previous provider	351	176	175	177	121	53	211	140	255	96	313	19	12	8
		36%	35%	48%Tde	31%	28%	38%	33%	38%	30%	37%	27%	30%	38%
Understanding the relevant steps required to switch provider	339	164	175	171	122	46	211	127	245	93	303	15	13	7
		34%	35%	43%Tde	31%	24%	38%	30%	37%	29%	36%	22%	35%	33%
Keeping your phone number	332	153	179	186	105	40	198	134	241	91	300	17	9	6
		32%	36%	47%Tde	27%	21%	36%	32%	36%	29%	35%	26%	22%	27%
Contacting your old provider	325	156	169	167	116	42	193	132	230	95	294	16	9	5
		32%	34%	42%Tde	30%	22%	35%	31%	35%	30%	34%	24%	25%	26%
Finding time to research the market	314	154	160	165	112	38	204	110	244	70	288	14	9	3
		32%	32%	42%Tde	29%	20%	37%	26%	37%	22%	31%	20%	24%	15%
Unlocking your current/your previous handset	282	150	132	146	101	35	170	112	202	79	251	17	7	6
		31%	27%	37%Tde	29%	18%	31%	26%	31%	25%	29%	26%	19%	29%
Getting the switch to happen on the date you wanted	278	136	142	155	92	31	169	109	206	72	247	16	11	4
		28%	28%	39%Tde	24%	16%	30%	26%	31%	23%	29%	23%	29%	20%
Your previous provider trying to persuade you to stay	276	141	135	139	98	39	151	125	197	80	242	16	11	7
		29%	27%	35%Tde	25%	20%	27%	29%	30%	25%	28%	24%	30%	33%
Comparing what different providers are offering	236	113	123	126	84	26	147	90	180	56	215	9	7	4
		23%	25%	32%Tde	21%	14%	26%	21%	27%	18%	23%	14%	19%	20%
Contacting your new provider	235	119	116	132	82	20	151	83	181	54	213	10	8	3
		25%	23%	33%Tde	21%	10%	27%	20%	27%	17%	23%	15%	21%	14%
Setting up a new online account	174	89	85	94	67	13	105	69	135	39	161	4	7	3
		18%	17%	24%Tde	17%	7%	19%	16%	20%	12%	19%	6%	17%	13%
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	136	67	70	83	48	5	92	45	107	29	125	5	4	2
		14%	14%	21%Tde	12%	3%	16%	11%	16%	9%	15%	7%	11%	11%
Paying the upfront cost of the new handset	127	58	69	81	41	5	80	47	97	30	115	6	6	1
		12%	14%	20%Tde	10%	3%	14%	11%	15%	9%	13%	8%	15%	3%
Paying the charge to exit your contract early	126	63	62	86	35	5	65	61	97	29	114	7	2	2
		13%	13%	22%Tde	9%	2%	12%	14%	15%	9%	13%	11%	5%	12%
Customer service / Service / Contact/Communication (unspecified)	16	5	11	4	10	1	9	7	9	7	13	1	1	1
		7%	2%	1%	3%	1%	2%	2%	1%	2%	1%	2%	2%	7%
Billing issue / Bill / Being over-charged / Accessing bill etc.	14	8	5	4	8	1	6	8	11	2	12	*	2	-
		2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	4%	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 120
QA15a SUMMARY Major/ Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Signal / Reception / Network / Coverage	13	6	7	6	5	1	6	6	11	2	13	-	-	-
Getting phone activated/set-up / PAC code	8	5	2	1	4	3	3	4	6	2	5	-	1	2
Cost / Fees (unspecified)	5	2	3	4	1	-	2	3	4	1	3	1	1	-
Speed / Time it took to switch	5	1	4	3	2	-	2	3	3	2	3	-	1	1
Getting SIM / Ordering the right SIM	4	3	1	2	2	*	3	1	3	1	3	1	-	-
Internet issues	3	2	1	1	-	2	1	2	2	1	3	-	-	-
Language barrier / accents etc.	2	1	1	*	1	1	1	1	2	1	2	*	-	-
Direct debit issue / DD set up wrong etc.	2	1	1	2	*	*	1	1	1	1	2	-	-	-
Transferring data from old phone	1	1	1	1	-	1	1	*	1	1	1	-	-	-
Other	37	15	22	21	9	7	20	17	26	11	33	2	1	-
No major/ minor difficulty	259	134	125	57	125	77	135	124	156	103	220	23	14	2
Net: Any difficulty	721	349	372	339	267	115	421	300	506	215	634	44	24	18
Net: Process 1	604	286	318	303	215	86	356	247	426	178	532	36	22	14
Net: Process 2	555	273	281	272	203	79	333	222	396	159	494	31	18	10
Net: Process 1 or 2	676	329	347	323	249	104	398	278	475	201	598	39	22	17
Net: Other than Process 1	660	318	342	320	241	99	389	271	469	191	582	41	23	15
Net: Other than Process 2	683	327	356	327	250	105	404	278	482	201	599	42	24	18
Net: Other than Process 1 or 2	514	248	267	261	190	64	311	203	384	131	458	28	18	10
Mean number of mentions	5.54	5.64	5.49	6.35	5.24	3.98	5.75	5.30	5.88	4.86	5.88	4.51	5.60	4.05

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 120
QA15a SUMMARY Major/ Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
Canceling your previous service	365	365	-	246	119	-	-	260	223	131	288	70	-	-
		37%	-	38%	36%	-	-	42%	29%	73%T	34%	62%T	-	-
Getting the information you needed from your previous provider	351	351	-	241	110	-	-	258	215	129	283	63	-	-
		36%	-	37%	34%	-	-	41%	28%	72%T	33%	96%T	-	-
Understanding the relevant steps required to switch provider	339	339	-	239	100	-	-	236	204	122	264	68	-	-
		35%	-	37%	31%	-	-	38%	27%	68%T	31%	61%T	-	-
Keeping your phone number	332	332	-	221	111	-	-	228	201	121	260	65	-	-
		34%	-	34%	34%	-	-	36%	26%	68%T	31%	58%T	-	-
Contacting your old provider	325	325	-	224	101	-	-	230	182	135	256	64	-	-
		33%	-	34%	31%	-	-	37%	24%	70%T	30%	57%T	-	-
Finding time to research the market	314	314	-	221	93	-	-	227	209	94	248	59	-	-
		32%	-	34%	29%	-	-	36%	27%	53%T	29%	53%T	-	-
Unlocking your current/your previous handset	282	282	-	197	84	-	-	205	170	100	217	59	-	-
		29%	-	30%	26%	-	-	33%	22%	56%T	26%	53%T	-	-
Getting the switch to happen on the date you wanted	278	278	-	200	78	-	-	202	160	108	209	62	-	-
		28%	-	31%	24%	-	-	32%	21%	60%T	25%	55%T	-	-
Your previous provider trying to persuade you to stay	276	276	-	187	89	-	-	209	179	92	230	43	-	-
		28%	-	29%	27%	-	-	33%	23%	51%T	27%	38%T	-	-
Comparing what different providers are offering	236	236	-	170	66	-	-	176	147	81	186	45	-	-
		24%	-	26%	20%	-	-	28%	19%	45%T	22%	40%T	-	-
Contacting your new provider	235	235	-	176	58	-	-	176	136	88	170	57	-	-
		24%	-	27%	18%	-	-	28%	18%	49%T	20%	51%T	-	-
Setting up a new online account	174	174	-	123	51	-	-	136	114	57	132	38	-	-
		18%	-	19%	16%	-	-	22%	15%	32%T	16%	34%T	-	-
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	136	136	-	103	33	-	-	118	81	51	103	30	-	-
		14%	-	16%	10%	-	-	19%	11%	28%T	12%	27%T	-	-
Paying the upfront cost of the new handset	127	127	-	98	29	-	-	97	89	35	100	25	-	-
		13%	-	15%	9%	-	-	15%	12%	19%T	12%	22%T	-	-
Paying the charge to exit your contract early	126	126	-	92	33	-	-	101	76	47	98	28	-	-
		13%	-	14%	10%	-	-	16%	10%	26%T	11%	25%T	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 120
QA15a SUMMARY Major/ Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	980	**	653	327	**	**	625	769	180	851	112	**	**
Customer service / Service / Contact/Communication (unspecified)	16	16	-	10	6	-	-	11	10	6	12	3	-	-
Billing issue / Bill / Being over-charged / Accessing bill etc.	14	14	-	11	3	-	-	8	3	10	9	5	-	-
Signal / Reception / Network / Coverage	13	13	-	10	3	-	-	10	9	4	10	3	-	-
Getting phone activated/set-up / PAC code	8	8	-	4	3	-	-	7	3	4	5	2	-	-
Cost / Fees (unspecified)	5	5	-	4	1	-	-	4	4	1	4	1	-	-
Speed / Time it took to switch	5	5	-	3	2	-	-	4	2	3	3	1	-	-
Getting SIM / Ordering the right SIM	4	4	-	4	*	-	-	1	4	-	4	-	-	-
Internet issues	3	3	-	-	3	-	-	1	1	1	2	1	-	-
Language barrier / accents etc.	2	2	-	1	1	-	-	2	1	1	2	1	-	-
Direct debit issue / DD set up wrong etc.	2	2	-	1	1	-	-	1	1	2	2	*	-	-
Transferring data from old phone	1	1	-	1	1	-	-	1	1	*	1	-	-	-
Other	37	37	-	26	11	-	-	26	22	15	27	10	-	-
No major/ minor difficulty	259	259	-	176	83	-	-	137	238	7	245	9	-	-
Net: Any difficulty	721	721	-	477	244	-	-	488	531	172	606	103	-	-
Net: Process 1	604	604	-	407	197	-	-	413	416	171	499	93	-	-
Net: Process 2	555	555	-	375	179	-	-	389	374	163	449	94	-	-
Net: Process 1 or 2	676	676	-	449	227	-	-	464	487	171	565	99	-	-
Net: Other than Process 1	660	660	-	438	222	-	-	456	472	169	547	102	-	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 120
QA15a SUMMARY Major/ Minor Difficulty
And which, if any, of these did you experience difficulty with ...?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Net: Other than Process 2	683	-	456	227	-	-	463	492	172	569	102	-	-
	70% ^h	-	70%	69%	-	-	74%	64%	96% ^h	67%	91% ^h	-	-
Net: Other than Process 1 or 2	514	-	347	168	-	-	364	355	145	419	87	-	-
	52% ^h	-	53%	51%	-	-	58% ^h	46%	81% ^h	49%	77% ^h	-	-
Mean number of mentions	5.56 ^h	-	5.90	4.90	-	-	6.02 ^h	4.62	6.38 ^h	5.16	7.77 ^h	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 121
QA15a/b SUMMARY: Overall major difficulty
Base: All switchers having at least one major difficulty

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	487	228	259	224	177	86	319	168	343	144	420	32	28	7
Base	371	183	189	193	133	46*	215	156	262	109	327	21**	15**	8**
Effective Base	376	177	200	180	140	61	245	137	262	115	324	26	26	6
Keeping your phone number	50	19	31	27	17	6	20	30	36	15	46	3	1	-
	14%	10%	17%	14%	13%	14%	10%	19%	14%	13%	14%	16%	8%	-
Your previous provider trying to persuade you to stay	32	17	15	13	13	6	18	14	20	12	27	*	3	1
	9%	9%	8%	7%	10%	12%	8%	9%	8%	11%	8%	2%	21%	12%
Getting the switch to happen on the date you wanted	25	16	10	16	7	2	17	8	19	6	21	1	3	-
	7%	8%	5%	8%	5%	5%	8%	5%	7%	6%	7%	5%	17%	-
Cancelling your previous service	25	9	16	15	10	*	11	14	20	5	24	-	-	1
	7%	5%	9%	8%	7%	1%	5%	9%	8%	4%	7%	-	-	17%
Contacting your old provider	25	13	11	13	8	4	12	13	18	6	22	1	1	-
	7%	7%	6%	7%	6%	8%	6%	8%	7%	6%	7%	6%	8%	-
Unlocking your current/your previous handset	24	19	5	7	10	6	13	10	16	8	20	3	1	-
	6%	10%	2%	4%	7%	14%	6%	7%	6%	7%	6%	15%	4%	-
Getting the information you needed from your previous provider	22	11	11	11	8	3	16	6	17	5	15	4	2	1
	6%	6%	6%	5%	6%	7%	7%	4%	6%	4%	5%	19%	11%	15%
Finding time to research the market	21	9	12	11	8	2	14	8	14	7	20	*	*	-
	6%	5%	7%	6%	6%	4%	6%	5%	6%	6%	6%	2%	3%	-
Paying the charge to exit your contract early	18	9	10	16	3	-	13	5	15	3	17	1	*	-
	5%	5%	5%	8%	2%	-	6%	3%	6%	3%	5%	4%	3%	-
Comparing what different providers are offering	18	10	8	9	6	2	13	5	12	6	17	1	-	-
	5%	5%	4%	5%	5%	5%	6%	3%	4%	6%	5%	3%	-	-
Contacting your new provider	18	10	8	10	7	1	11	6	13	4	16	-	-	1
	5%	5%	4%	5%	6%	1%	5%	4%	5%	4%	5%	-	-	13%
Understanding the relevant steps required to switch provider	16	8	8	11	4	1	10	6	9	7	15	1	1	-
	4%	4%	4%	6%	3%	3%	5%	4%	3%	6%	4%	4%	4%	-
Paying the upfront cost of the new handset	9	5	4	4	4	1	6	3	6	4	8	1	*	-
	3%	3%	2%	2%	3%	2%	3%	2%	2%	3%	3%	4%	2%	-
Setting up a new online account	9	4	6	6	3	-	7	2	6	3	6	-	1	2
	2%	2%	3%	3%	2%	-	3%	1%	2%	3%	2%	-	9%	21%
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	8	4	4	4	4	-	6	2	6	1	8	-	-	-
	2%	2%	2%	2%	3%	-	3%	1%	2%	1%	2%	-	-	-
Other	52	21	31	21	21	11	27	25	35	17	45	4	1	2
	14%	12%	16%	11%	16%	24%	13%	16%	13%	16%	14%	19%	10%	22%
Net: Process 1	147	67	80	81	50	16	76	71	110	37	128	10	7	3
	40%	37%	42%	42%	38%	35%	35%	45%	42%	34%	39%	46%	44%	32%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 121
QA15a/b SUMMARY: Overall major difficulty
Base: All switchers having at least one major difficulty

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	371	183	189	193	133	46*	215	156	262	109	327	21**	15**	8**
Net: Process 2	89	54	35	41	34	14	52	36	58	31	78	5	4	2
	24%	29%	19%	21%	26%	30%	24%	23%	22%	28%	24%	22%	29%	25%
Net: Process 1 or 2	236	121	115	122	84	30	129	107	168	68	206	14	11	5
	63%	66%	61%	63%	63%	66%	60%	69%	64%	62%	63%	68%	73%	57%
Net: Other than Process 1	224	115	109	112	83	30	139	85	152	72	199	11	8	6
	60%	63%	58%	58%	62%	65%	65%	55%	58%	66%	61%	54%	56%	68%
Net: Other than Process 2	283	129	154	152	99	32	163	120	204	78	249	16	11	6
	76%	71%	81%	79%	74%	70%	76%	77%	78%	72%	76%	78%	71%	75%
Net: Other than Process 1 or 2	136	61	74	71	49	16	87	49	94	41	121	7	4	4
	37%	34%	39%	37%	37%	34%	40%	31%	36%	38%	37%	32%	27%	43%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 121
QA15a/b SUMMARY: Overall major difficulty
Base: All switchers having at least one major difficulty

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	487	-	248	239	-	-	351	299	175	390	89	-	-
Base	371	**	238	133	**	**	269	226	134	288	76*	**	**
Effective Base	376	-	206	194	-	-	271	235	131	300	70	-	-
Keeping your phone number	50	-	23	28	-	-	32	33	16	36	13	-	-
	14%	-	10%	21%	-	-	12%	15%	12%	13%	17%	-	-
Your previous provider trying to persuade you to stay	32	-	22	10	-	-	24	19	11	27	5	-	-
	9%	-	9%	8%	-	-	9%	8%	8%	9%	6%	-	-
Getting the switch to happen on the date you wanted	25	-	17	8	-	-	18	16	8	20	4	-	-
	7%	-	7%	6%	-	-	7%	7%	6%	7%	5%	-	-
Cancelling your previous service	25	-	16	9	-	-	19	13	12	20	4	-	-
	7%	-	7%	7%	-	-	7%	6%	9%	7%	6%	-	-
Contacting your old provider	25	-	15	10	-	-	17	13	11	16	8	-	-
	7%	-	6%	7%	-	-	6%	6%	9%	6%	11%	-	-
Unlocking your current/your previous handset	24	-	12	12	-	-	19	14	9	18	5	-	-
	6%	-	5%	9%	-	-	7%	6%	7%	6%	6%	-	-
Getting the information you needed from your previous provider	22	-	16	6	-	-	16	11	10	17	5	-	-
	6%	-	7%	4%	-	-	6%	5%	7%	6%	7%	-	-
Finding time to research the market	21	-	13	8	-	-	15	16	4	17	4	-	-
	6%	-	5%	6%	-	-	6%	7%	3%	6%	5%	-	-
Paying the charge to exit your contract early	18	-	13	5	-	-	13	13	5	14	4	-	-
	5%	-	5%	4%	-	-	5%	6%	4%	5%	6%	-	-
Comparing what different providers are offering	18	-	12	6	-	-	13	14	3	16	2	-	-
	5%	-	5%	4%	-	-	5%	6%	2%	6%	2%	-	-
Contacting your new provider	18	-	13	4	-	-	12	13	5	12	6	-	-
	5%	-	5%	3%	-	-	4%	6%	4%	4%	7%	-	-
Understanding the relevant steps required to switch provider	16	-	12	4	-	-	12	8	6	14	1	-	-
	4%	-	5%	3%	-	-	5%	4%	4%	5%	1%	-	-
Paying the upfront cost of the new handset	9	-	7	2	-	-	6	6	4	6	3	-	-
	3%	-	3%	2%	-	-	2%	3%	3%	2%	4%	-	-
Setting up a new online account	9	-	6	3	-	-	8	6	3	9	-	-	-
	2%	-	2%	2%	-	-	3%	3%	2%	3%	-	-	-
Moving content from one cloud storage to another (i.e. to or from a Cloud service provided by a mobile provider e.g. O2)	8	-	5	2	-	-	6	5	1	6	1	-	-
	2%	-	2%	2%	-	-	2%	2%	1%	2%	1%	-	-
Other	52	-	38	14	-	-	37	27	25	39	13	-	-
	14%	-	16%	10%	-	-	14%	12%	19%	14%	17%	-	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 121
QA15a/b SUMMARY: Overall major difficulty
Base: All switchers having at least one major difficulty

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Base	371	-**	238	133	-**	-**	269	226	134	288	76*	-**	-**
Net: Process 1	147	-	86	61	-	-	103	86	58	109	35	-	-
	40%	-	36%	46%	-	-	38%	38%	43%	38%	46%	-	-
Net: Process 2	89	-	58	31	-	-	67	53	31	71	16	-	-
	24%	-	24%	23%	-	-	25%	24%	23%	25%	20%	-	-
Net: Process 1 or 2	236	-	144	92	-	-	170	139	89	180	50	-	-
	63%	-	60%	69%	-	-	63%	62%	66%	63%	66%	-	-
Net: Other than Process 1	224	-	153	72	-	-	166	140	76	179	41	-	-
	60%	-	64%	54%	-	-	62%	62%	57%	62%	54%	-	-
Net: Other than Process 2	283	-	181	102	-	-	201	173	103	216	61	-	-
	76%	-	76%	77%	-	-	75%	76%	77%	75%	80%	-	-
Net: Other than Process 1 or 2	136	-	95	41	-	-	98	87	45	108	26	-	-
	37%	-	40%	31%	-	-	37%	38%	34%	37%	34%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 122
QA16a PROCESS SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Process 1	86	50	37	30	41	15	49	38	59	27	76	8	2	1
	37%	36%	39%	44% ^{ns}	36%	30%	33%	44% ^{ns}	36%	40%	40%	41%	8%	16%
<i>It's too time consuming to go through the process of switching from one provider to another</i>	44	24	20	13	24	7	27	17	31	13	38	4	2	1
	19%	17%	21%	18%	22%	14%	19%	20%	19%	20%	20%	20%	8%	8%
<i>I was worried I might not be able to use my mobile during the switch</i>	39	22	17	14	18	7	21	19	27	12	32	5	2	1
	17%	16%	18%	21%	16%	14%	14%	22%	17%	18%	17%	27%	8%	8%
<i>I was worried I might have to pay two providers at the same time</i>	39	22	16	18	14	6	23	15	23	15	34	4	-	1
	17%	16%	17%	29% ^{ns}	13%	12%	16%	18%	14%	23% ^{ns}	18%	20%	-	13%
<i>Difficulty when contacting my current provider</i>	25	13	13	13	9	3	14	11	19	7	22	1	2	*
	11%	9%	13%	19% ^{ns}	8%	5%	10%	13%	11%	10%	12%	5%	8%	5%
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	24	15	9	11	11	2	11	13	15	10	22	*	2	*
	10% ^{ns}	11%	10%	17% ^{ns}	10%	4%	7%	16% ^{ns}	9%	14%	12%	2%	8%	5%
Process 2	154	88	66	44	75	36	99	55	110	44	126	15	8	5
	67%	64%	70%	64%	66%	71%	68%	65%	68%	65%	67%	79%	43%	79%
<i>I negotiated/accepted a deal with my current provider</i>	92	53	39	27	44	22	61	31	68	24	75	8	7	3
	40%	39%	42%	39%	39%	42%	42%	37%	41%	36%	40%	42%	38%	43%
<i>Did not want to change my mobile number</i>	88	52	36	22	43	23	56	32	61	27	77	7	1	3
	38%	38%	38%	32%	39%	45%	38%	38%	37%	40%	41%	40%	5%	50%
<i>Bad experience switching my mobile provider previously</i>	31	20	11	16	13	2	16	16	23	8	29	2	-	*
	11% ^{ns}	15%	12%	24% ^{ns}	11%	5%	11%	18%	14%	12%	16%	9%	-	5%
<i>Handset is locked to current network and I don't want a new handset</i>	28	13	15	11	14	4	16	12	21	7	25	3	-	1
	12%	10%	16%	16% ^{ns}	12%	7%	11%	15%	13%	10%	13%	16%	-	8%
<i>Not knowing what to do to switch</i>	27	13	14	13	12	2	16	11	20	8	24	2	2	*
	12% ^{ns}	10%	15%	19% ^{ns}	11% ^{ns}	4%	11%	13%	12%	11%	13%	9%	8%	5%
Other than Process 1 or 2	219	129	90	64	107	48	140	79	158	61	177	18	18	7
	95%	94%	96%	94%	95%	94%	96%	93%	97% ^{ns}	90%	94%	96%	100%	98%
<i>Current provider is still the best deal/cheapest</i>	125	72	54	36	58	32	78	47	88	37	98	9	14	4
	54%	52%	57%	53%	51%	63%	53%	56%	54%	55%	52%	50%	79%	63%
<i>Prefer to stay with trusted/ known provider</i>	102	55	46	33	45	24	63	38	65	36	81	8	9	4
	44%	40%	49%	48%	40%	48%	43%	45%	40%	54% ^{ns}	43%	43%	49%	61%
<i>There wasn't enough difference in cost to be worth switching</i>	101	58	43	28	51	23	70	31	75	27	82	7	9	3
	44%	43%	45%	41%	45%	45%	48%	37%	46%	40%	44%	40%	49%	44%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 122
QA16a PROCESS SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Current provider has the best quality of service (e.g. network coverage)	99	59	41	29	48	22	61	38	70	30	82	8	6	4
	43%	43%	43%	43%	43%	43%	41%	45%	43%	44%	44%	41%	33%	55%
Worried service wouldn't be as good with new provider	80	44	36	25	39	17	51	29	57	24	66	9	5	*
	35%	32%	39%	36%	34%	33%	35%	35%	35%	35%	35%	50%	26%	5%
Didn't want to pay the upfront cost of the new handset	80	47	33	20	46	14	43	37	52	28	72	3	3	2
	35%	34%	35%	29%	41% ^{sc}	28%	29%	44%	32%	41%	38% ^{sc}	18%	17%	34%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	66	36	30	23	29	14	45	22	45	22	54	4	6	1
	29%	26%	32%	34%	26%	27%	30%	26%	27%	32%	29%	22%	36%	21%
Better handsets available with my current network/ didn't see any other handsets I liked	50	27	24	18	26	7	33	18	38	12	41	3	5	2
	22% ^{sc}	20%	25%	27% ^{sc}	23%	13%	22%	21%	24%	18%	22%	14%	29%	24%
I was still in a contract so couldn't leave/would need to pay to leave	49	26	23	21	24	3	28	20	34	14	44	2	3	1
	21% ^{sc}	19%	25%	31% ^{sc}	21% ^{sc}	6%	19%	24%	21%	21%	23%	9%	14%	13%
Didn't want to lose friends and family or other call discounts	44	26	18	15	24	5	25	19	31	13	37	5	2	1
	19% ^{sc}	19%	19%	23% ^{sc}	21% ^{sc}	10%	17%	23%	19%	19%	20%	26%	9%	10%
Hassle to set up a new online account	41	24	17	18	15	8	26	15	30	11	35	4	2	*
	18%	17%	18%	20% ^{sc}	14%	16%	18%	18%	19%	16%	19%	22%	8%	5%
Difficulty comparing what other providers were offering	40	25	15	14	21	5	22	19	31	9	36	1	2	*
	17%	18%	16%	20%	19%	10%	15%	22%	19%	14%	19%	7%	14%	3%
Lack of choice	37	21	16	13	19	5	23	15	28	9	33	4	-	1
	16%	15%	17%	19%	17%	10%	16%	17%	17%	14%	17%	20%	-	16%
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	33	18	15	15	15	4	18	15	26	8	30	2	1	*
	14%	13%	16%	22% ^{sc}	13%	7%	13%	18%	16%	11%	16%	9%	6%	5%
Bad experience switching other services previously	31	20	11	16	13	2	17	14	23	8	29	3	-	-
	14% ^{sc}	15%	12%	23% ^{sc}	12% ^{sc}	4%	12%	17%	14%	12%	15%	16%	-	-
Would take too long to research the market	26	13	14	11	13	3	15	11	21	6	23	4	-	-
	11%	9%	15%	16% ^{sc}	11%	6%	11%	13%	13%	9%	12%	20%	-	-
Customer service / Friendly / Easy to deal with / Poor customer service from other providers	9	4	5	3	4	2	7	2	7	2	7	1	2	*
	4%	3%	6%	4%	4%	4%	5%	3%	4%	3%	4%	3%	9%	6%
Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'	9	4	5	1	7	1	6	3	7	2	7	-	2	*
	4%	3%	6%	2%	6%	1%	4%	3%	4%	3%	4%	-	11%	3%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 122
QA16a PROCESS SUMMARY Major factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Data allowance / Data package / Unlimited internet	4 2%	3 2%	1 1%	2 3%	1 1%	1 2%	2 1%	2 2%	2 1%	2 3%	2 1%	* 2%	- -	1 11%
Loyalty / Been with them for years/a long time	4 2%	2 1%	2 2%	1 2%	2 2%	* *	2 2%	1 2%	2 2%	1 2%	4 2%	- -	- -	- -
Freebies / Perks etc.	3 1%	1 *	3 3%	1 1%	2 2%	- *	3 2%	* *	3 2%	1 1%	1 1%	1 4%	2 9%	- -
4g / 4g free / 4g offered as standard	2 1%	2 1%	* *	2 2%	- *	* *	1 *	1 1%	- *	2 3%	2 1%	- -	- -	- -
Market too confusing	2 1%	1 *	1 1%	- 1%	1 2%	1 2%	1 1%	1 1%	2 1%	- *	1 *	- -	1 3%	- -
Local shop / Can go to local shop for help	1 1%	* *	1 1%	- 1%	1 1%	1 1%	* *	1 1%	- *	1 2%	1 1%	- -	- -	- -
Can't afford to switch / Don't have the money to switch	1 1%	- -	1 1%	- *	* 2%	1 2%	* 1%	1 1%	1 1%	* 1%	1 *	- -	1 3%	- -
Discount	1 *	1 1%	* *	- -	1 1%	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -
Signal boost box provided	1 *	1 *	* *	- -	1 1%	* *	* *	- -	1 *	- -	1 *	- -	- -	- -
Dislike of other network e.g. Dislike Orange / Dislike T-Mobile	1 *	1 *	- -	1 1%	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -
Other	17 7%	10 7%	7 8%	2 3%	10 9%	4 9%	11 8%	5 6%	13 8%	4 6%	15 8%	1 8%	1 3%	* 3%
Mean number of mentions	6.69*	6.39	7.12	7.80*	6.50*	5.49	6.33	7.34	6.58	6.97	6.96	6.12	4.94	5.46

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 122
QA16a PROCESS SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)				
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75				
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*				
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56				
Process 1	86	-	86	-	-	62	24	44	-	-	-	-	65	19				
	37%	-	37%	-	-	36%	42%	37%	-	-	-	-	33%	42% ¹				
<i>It's too time consuming to go through the process of switching from one provider to another</i>	44	-	44	-	-	32	12	19	-	-	-	-	33	10				
	19%	-	19%	-	-	19%	20%	16%	-	-	-	-	17%	32% ¹				
<i>I was worried I might not be able to use my mobile during the switch</i>	39	-	39	-	-	31	8	23	-	-	-	-	33	6				
	17%	-	17%	-	-	18%	15%	19%	-	-	-	-	17%	20%				
<i>I was worried I might have to pay two providers at the same time</i>	39	-	39	-	-	27	11	24	-	-	-	-	30	7				
	17%	-	17%	-	-	16%	19%	20%	-	-	-	-	16%	22%				
<i>Difficulty when contacting my current provider</i>	25	-	25	-	-	17	9	14	-	-	-	-	18	7				
	11%	-	11%	-	-	10%	15%	12%	-	-	-	-	9%	23% ¹				
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	24	-	24	-	-	17	7	12	-	-	-	-	17	7				
	10%	-	10%	-	-	10%	13%	10%	-	-	-	-	9%	23% ¹				
Process 2	154	-	154	-	-	123	31	81	-	-	-	-	132	21				
	67%	-	67%	-	-	71%	55%	68%	-	-	-	-	68%	69%				
<i>I negotiated/accepted a deal with my current provider</i>	92	-	92	-	-	73	19	50	-	-	-	-	83	8				
	40%	-	40%	-	-	42%	33%	43%	-	-	-	-	42% ¹	27%				
<i>Did not want to change my mobile number</i>	88	-	88	-	-	78	10	46	-	-	-	-	75	13				
	38%	-	38%	-	-	45%	17%	39%	-	-	-	-	38%	41%				
<i>Bad experience switching my mobile provider previously</i>	31	-	31	-	-	24	8	19	-	-	-	-	28	4				
	14%	-	14%	-	-	14%	14%	16%	-	-	-	-	14%	12%				
<i>Handset is locked to current network and I don't want a new handset</i>	28	-	28	-	-	19	10	15	-	-	-	-	22	5				
	12%	-	12%	-	-	11%	17%	13%	-	-	-	-	11%	17%				
<i>Not knowing what to do to switch</i>	27	-	27	-	-	19	8	15	-	-	-	-	21	5				
	12%	-	12%	-	-	11%	14%	12%	-	-	-	-	11%	18%				
Other than Process 1 or 2	219	-	219	-	-	166	53	111	-	-	-	-	187	28				
	95%	-	95%	-	-	96%	92%	94%	-	-	-	-	96%	93%				
<i>Current provider is still the best deal/cheapest</i>	125	-	125	-	-	95	31	62	-	-	-	-	114	10				
	51% ¹	-	54%	-	-	54%	54%	53%	-	-	-	-	58% ¹	33%				

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 122
QA16a PROCESS SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)					
Base	231	-**	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*					
Prefer to stay with trusted/ known provider	102	-	102	-	-	80	21	50	-	-	-	-	95	5					
		44% ^{nm}	44%	-	-	46%	37%	42%	-	-	-	-	49% ^{nm}	17%					
There wasn't enough difference in cost to be worth switching	101	-	101	-	-	82	19	58	-	-	-	-	90	9					
		44% ^{nm}	44%	-	-	47%	34%	49%	-	-	-	-	48% ^{nm}	30%					
Current provider has the best quality of service (e.g. network coverage)	99	-	99	-	-	74	25	48	-	-	-	-	92	7					
		43% ^{nm}	43%	-	-	43%	43%	41%	-	-	-	-	47% ^{nm}	22%					
Worried service wouldn't be as good with new provider	80	-	80	-	-	57	24	37	-	-	-	-	71	7					
		35%	35%	-	-	33%	41%	31%	-	-	-	-	36%	24%					
Didn't want to pay the upfront cost of the new handset	80	-	80	-	-	60	20	38	-	-	-	-	65	14					
		35%	35%	-	-	34%	36%	32%	-	-	-	-	33%	47%					
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	66	-	66	-	-	48	18	30	-	-	-	-	58	8					
		29%	29%	-	-	28%	31%	26%	-	-	-	-	29%	25%					
Better handsets available with my current network/ didn't see any other handsets I liked	50	-	50	-	-	38	12	27	-	-	-	-	46	4					
		22%	22%	-	-	22%	21%	23%	-	-	-	-	23%	13%					
I was still in a contract so couldn't leave/would need to pay to leave	49	-	49	-	-	34	15	27	-	-	-	-	40	8					
		21%	21%	-	-	20%	25%	23%	-	-	-	-	20%	28%					
Didn't want to lose friends and family or other call discounts	44	-	44	-	-	33	11	29	-	-	-	-	40	4					
		19%	19%	-	-	19%	19%	24%	-	-	-	-	21%	13%					
Hassle to set up a new online account	41	-	41	-	-	28	13	20	-	-	-	-	36	5					
		18%	18%	-	-	16%	23%	17%	-	-	-	-	18%	15%					
Difficulty comparing what other providers were offering	40	-	40	-	-	32	9	20	-	-	-	-	30	9					
		17%	17%	-	-	18%	15%	17%	-	-	-	-	16%	31% ^{TT}					
Lack of choice	37	-	37	-	-	29	8	23	-	-	-	-	27	8					
		16%	16%	-	-	17%	15%	20%	-	-	-	-	14%	23% ^{TT}					
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	33	-	33	-	-	20	14	20	-	-	-	-	29	5					
		14%	14%	-	-	11%	24% ^{TT}	17%	-	-	-	-	15%	16%					
Bad experience switching other services previously	31	-	31	-	-	20	11	18	-	-	-	-	26	5					
		14%	14%	-	-	12%	19%	15%	-	-	-	-	13%	18%					

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 122
QA16a PROCESS SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)					
	Total (T)																	
Base	231	**	231	**	174	58*	118	**	**	**	**	196	30*					
<i>Would take too long to research the market</i>	26	-	26	-	21	5	15	-	-	-	-	20	6					
	11%	-	11%	-	12%	9%	13%	-	-	-	-	10%	19%					
<i>Customer service / Friendly / Easy to deal with / Poor customer service from other providers</i>	9	-	9	-	6	3	6	-	-	-	-	9	*					
	4%	-	4%	-	3%	6%	5%	-	-	-	-	5%	1%					
<i>Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'</i>	9	-	9	-	9	*	5	-	-	-	-	8	1					
	4%	-	4%	-	5%	1%	4%	-	-	-	-	4%	4%					
<i>Data allowance / Data package / Unlimited internet</i>	4	-	4	-	4	-	2	-	-	-	-	4	-					
	2%	-	2%	-	2%	-	2%	-	-	-	-	2%	-					
<i>Loyalty / Been with them for years/a long time</i>	4	-	4	-	4	-	2	-	-	-	-	3	*					
	2%	-	2%	-	2%	-	2%	-	-	-	-	2%	1%					
<i>Freebies / Perks etc.</i>	3	-	3	-	1	2	2	-	-	-	-	2	1					
	1%	-	1%	-	1%	4%	1%	-	-	-	-	1%	3%					
<i>4g / 4g free / 4g offered as standard</i>	2	-	2	-	2	-	*	-	-	-	-	2	-					
	1%	-	1%	-	1%	-	*	-	-	-	-	1%	-					
<i>Market too confusing</i>	2	-	2	-	2	-	-	-	-	-	-	2	-					
	1%	-	1%	-	1%	-	-	-	-	-	-	1%	-					
<i>Local shop / Can go to local shop for help</i>	1	-	1	-	1	*	1	-	-	-	-	1	-					
	1%	-	1%	-	1%	*	1%	-	-	-	-	1%	-					
<i>Can't afford to switch / Don't have the money to switch</i>	1	-	1	-	1	-	-	-	-	-	-	1	-					
	1%	-	1%	-	1%	-	-	-	-	-	-	1%	-					
<i>Discount</i>	1	-	1	-	1	-	1	-	-	-	-	1	-					
	*	-	*	-	1%	-	1%	-	-	-	-	1%	-					
<i>Signal boost box provided</i>	1	-	1	-	1	-	1	-	-	-	-	*	1					
	*	-	*	-	*	-	1%	-	-	-	-	*	2%					
<i>Dislike of other network e.g. Dislike Orange / Dislike T-Mobile</i>	1	-	1	-	1	-	-	-	-	-	-	1	-					
	*	-	*	-	*	-	-	-	-	-	-	*	-					
<i>Other</i>	17	-	17	-	13	4	8	-	-	-	-	14	2					
	7%	-	7%	-	8%	6%	7%	-	-	-	-	7%	6%					
Mean number of mentions	6.69	-	6.69	-	6.65	6.82	6.91	-	-	-	-	6.72	6.55					

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 123
QA16a PROCESS SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Process 1	151	91	60	48	75	29	91	60	109	43	126	13	8	4
	65%	66%	64%	70%	66%	57%	62%	71%	66%	63%	67%	69%	46%	65%
<i>It's too time consuming to go through the process of switching from one provider to another</i>	87	52	35	29	40	19	52	35	60	27	72	8	5	3
	38%	38%	38%	42%	35%	37%	36%	41%	37%	40%	38%	42%	27%	43%
<i>I was worried I might not be able to use my mobile during the switch</i>	74	44	30	26	37	11	43	31	54	20	64	5	3	1
	32%	32%	32%	31%	33%	22%	29%	36%	33%	29%	34%	28%	19%	17%
<i>I was worried I might have to pay two providers at the same time</i>	45	26	19	15	21	9	29	16	33	12	42	3	-	1
	20%	19%	20%	22%	19%	18%	20%	19%	20%	18%	22%	14%	-	18%
<i>Difficulty when contacting my current provider</i>	43	27	16	15	22	6	23	21	32	11	40	2	-	1
	19%	20%	17%	20%	20%	12%	15%	25%	20%	16%	21%	12%	-	16%
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	35	19	15	13	16	5	21	13	27	7	31	3	-	1
	15%	14%	16%	19%	14%	11%	14%	16%	17%	11%	16%	16%	-	10%
Process 2	137	80	57	43	66	29	81	56	97	40	112	12	10	3
	59%	58%	61%	62%	58%	57%	55%	66%	59%	59%	60%	63%	58%	41%
<i>Not knowing what to do to switch</i>	60	36	24	14	32	14	33	27	42	18	55	4	1	1
	26%	26%	26%	21%	28%	27%	23%	32%	26%	26%	29%	19%	3%	13%
<i>Did not want to change my mobile number</i>	57	31	26	23	24	11	35	22	40	17	46	4	6	1
	25%	22%	28%	34%	21%	21%	24%	27%	25%	25%	25%	23%	31%	17%
<i>I negotiated/accepted a deal with my current provider</i>	48	29	19	19	20	9	32	16	36	12	38	4	5	1
	21%	21%	21%	28%	18%	17%	22%	19%	22%	18%	20%	21%	27%	15%
<i>Handset is locked to current network and I don't want a new handset</i>	44	28	16	16	23	5	24	20	32	12	41	3	-	1
	19%	21%	17%	23%	21%	11%	17%	24%	20%	18%	22%	17%	-	11%
<i>Bad experience switching my mobile provider previously</i>	35	20	15	14	15	6	22	13	27	8	32	3	1	-
	15%	15%	15%	20%	13%	11%	15%	15%	16%	12%	17%	14%	3%	-
Other than Process 1 or 2	217	126	91	65	105	47	139	78	155	62	175	17	18	7
	94%	92%	96%	96%	93%	93%	95%	92%	95%	92%	93%	94%	100%	100%
<i>Worried service wouldn't be as good with new provider</i>	90	51	39	27	43	20	58	32	66	24	74	7	6	4
	39%	38%	41%	40%	38%	40%	40%	38%	41%	36%	39%	37%	33%	54%
<i>Prefer to stay with trusted/ known provider</i>	89	56	33	25	46	19	60	29	71	19	74	6	8	1
	39%	41%	36%	37%	41%	37%	41%	35%	43%	28%	39%	34%	44%	21%
<i>There wasn't enough difference in cost to be worth switching</i>	79	48	31	26	38	15	45	34	53	26	67	6	4	1
	34%	35%	33%	38%	34%	30%	31%	40%	33%	38%	36%	35%	23%	16%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 123
QA16a PROCESS SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	78	52	26	25	38	16	46	32	54	24	69	5	2	2
	34%	38%	28%	36%	34%	31%	31%	38%	33%	35%	37%	25%	12%	28%
<i>Current provider has the best quality of service (e.g. network coverage)</i>	75	46	29	25	35	15	48	27	54	21	61	6	7	1
	32%	33%	31%	37%	31%	30%	33%	32%	33%	31%	32%	32%	39%	17%
<i>Hassle to set up a new online account</i>	69	42	27	20	34	15	44	26	47	23	59	4	6	1
	30%	31%	29%	29%	30%	30%	30%	30%	29%	34%	31%	20%	33%	12%
<i>Would take too long to research the market</i>	68	38	31	25	28	16	43	26	47	22	61	4	3	1
	30%	28%	33%	36%	25%	32%	29%	30%	28%	32%	33%	21%	15%	9%
<i>Difficulty comparing what other providers were offering</i>	68	41	27	21	29	18	42	26	45	22	57	6	3	2
	29%	30%	28%	31%	26%	35%	28%	31%	28%	33%	30%	32%	15%	34%
<i>Lack of choice</i>	66	39	27	24	33	9	40	26	51	16	56	4	7	-
	29%	28%	29%	35%	29%	19%	27%	31%	31%	23%	30%	20%	39%	-
<i>Didn't want to pay the upfront cost of the new handset</i>	63	37	26	23	29	11	42	21	50	13	53	5	3	2
	27%	27%	27%	34%	26%	22%	28%	25%	30%	20%	28%	29%	19%	23%
<i>Current provider is still the best deal/cheapest</i>	62	38	24	20	34	8	40	21	46	16	53	6	1	1
	27%	27%	25%	29%	30%	16%	27%	25%	28%	23%	28%	34%	3%	17%
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	56	31	24	22	27	7	31	24	40	16	47	5	2	2
	24%	23%	26%	32%	24%	13%	21%	29%	24%	23%	25%	25%	13%	24%
<i>Didn't want to lose friends and family or other call discounts</i>	48	30	19	21	19	9	29	19	34	14	41	4	2	2
	21%	22%	20%	30%	16%	18%	20%	22%	21%	21%	22%	21%	10%	30%
<i>Bad experience switching other services previously</i>	44	26	18	14	21	8	25	19	32	12	40	1	2	*
	19%	19%	19%	21%	19%	16%	17%	23%	20%	17%	21%	8%	10%	5%
<i>Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)</i>	37	24	12	18	14	5	24	13	28	9	30	5	1	1
	16%	18%	13%	27%	12%	9%	16%	15%	17%	13%	16%	28%	4%	17%
<i>I was still in a contract so couldn't leave/would need to pay to leave</i>	34	23	10	14	15	4	21	13	26	8	27	5	2	*
	15%	17%	11%	21%	14%	8%	14%	15%	16%	11%	14%	26%	11%	2%
<i>Customer service / Friendly / Easy to deal with / Poor customer service from other providers</i>	3	2	1	2	1	*	3	-	2	1	3	-	-	-
	1%	1%	1%	3%	1%	*	2%	-	1%	1%	2%	-	-	-
<i>Freebies / Perks etc.</i>	2	2	1	1	1	1	1	2	1	1	2	*	-	-
	1%	1%	1%	2%	1%	1%	*	2%	1%	2%	1%	2%	-	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 123
QA16a PROCESS SUMMARY Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Data allowance / Data package / Unlimited internet	2 1%	2 2%	-	* 1%	2 1%	-	1 1%	1 1%	2 1%	-	1 1%	1 6%T	-	-
Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'	2 1%	1 1%	1 1%	* *	1 1%	1 1%	2 1%	* *	1 1%	1 1%	1 *	1 6%T	-	-
Loyalty / Been with them for years/a long time	*	*	-	* 1%	-	-	* *	-	* *	-	* *	-	-	-
Local shop / Can go to local shop for help	*	*	-	-	-	*	*	-	*	*	*	-	-	-
Discount	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Market too confusing	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4g / 4g free / 4g offered as standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike of other network e.g. Dislike Orange / Dislike T-Mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Signal boost box provided	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't afford to switch / Don't have the money to switch	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4 2%	3 2%	1 1%	* *	1 1%	2 4%	2 1%	2 2%	3 2%	1 1%	3 2%	* 2%	-	* 3%
Mean number of mentions	6.96	7.12	6.73	8.07Td	6.72	5.98	6.73	7.35	7.17	6.46	7.35	6.48	4.33	4.72

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 123
QA16a PROCESS SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)				
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75				
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*				
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56				
Process 1	151	-	151	-	-	112	40	78	-	-	-	-	124	24				
	65%	-	65%	-	-	64%	69%	66%	-	-	-	-	63%	77%				
<i>It's too time consuming to go through the process of switching from one provider to another</i>	87	-	87	-	-	63	24	45	-	-	-	-	74	12				
	38%	-	38%	-	-	36%	42%	38%	-	-	-	-	38%	39%				
<i>I was worried I might not be able to use my mobile during the switch</i>	74	-	74	-	-	55	19	38	-	-	-	-	59	12				
	32%	-	32%	-	-	32%	32%	32%	-	-	-	-	30%	41%				
<i>I was worried I might have to pay two providers at the same time</i>	45	-	45	-	-	34	11	24	-	-	-	-	36	8				
	20%	-	20%	-	-	20%	20%	20%	-	-	-	-	18%	26%				
<i>Difficulty when contacting my current provider</i>	43	-	43	-	-	30	13	23	-	-	-	-	34	7				
	19%	-	19%	-	-	17%	23%	20%	-	-	-	-	17%	21%				
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	35	-	35	-	-	22	13	20	-	-	-	-	25	7				
	15%	-	15%	-	-	13%	22%	17%	-	-	-	-	13%	23%				
Process 2	137	-	137	-	-	101	36	74	-	-	-	-	111	24				
	59%	-	59%	-	-	58%	62%	63%	-	-	-	-	57%	78%				
<i>Not knowing what to do to switch</i>	60	-	60	-	-	39	21	30	-	-	-	-	45	14				
	26%	-	26%	-	-	23%	36%	26%	-	-	-	-	23%	46%				
<i>Did not want to change my mobile number</i>	57	-	57	-	-	36	21	29	-	-	-	-	44	12				
	25%	-	25%	-	-	21%	37%	25%	-	-	-	-	22%	38%				
<i>I negotiated/accepted a deal with my current provider</i>	48	-	48	-	-	36	12	30	-	-	-	-	41	6				
	21%	-	21%	-	-	21%	20%	25%	-	-	-	-	21%	20%				
<i>Handset is locked to current network and I don't want a new handset</i>	44	-	44	-	-	32	13	25	-	-	-	-	38	5				
	19%	-	19%	-	-	18%	22%	22%	-	-	-	-	19%	15%				
<i>Bad experience switching my mobile provider previously</i>	35	-	35	-	-	23	12	18	-	-	-	-	24	9				
	15%	-	15%	-	-	13%	20%	15%	-	-	-	-	12%	29%				
Other than Process 1 or 2	217	-	217	-	-	163	54	113	-	-	-	-	183	29				
	94%	-	94%	-	-	94%	95%	96%	-	-	-	-	93%	96%				
<i>Worried service wouldn't be as good with new provider</i>	90	-	90	-	-	73	18	48	-	-	-	-	74	15				
	39%	-	39%	-	-	42%	30%	40%	-	-	-	-	38%	49%				

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 123
QA16a PROCESS SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Base	231	231			174	58	118					196	30
<i>Prefer to stay with trusted/ known provider</i>	89	89			67	23	52					74	14
	39%	39%			38%	39%	44%					38%	45%
<i>There wasn't enough difference in cost to be worth switching</i>	79	79			51	28	36					66	11
	34%	34%			29%	49%	30%					34%	36%
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	78	78			59	19	45					63	13
	34%	34%			34%	33%	38%					32%	42%
<i>Current provider has the best quality of service (e.g. network coverage)</i>	75	75			58	17	43					65	8
	32%	32%			33%	30%	36%					33%	28%
<i>Hassle to set up a new online account</i>	69	69			49	21	39					55	13
	30%	30%			28%	36%	33%					28%	43%
<i>Would take too long to research the market</i>	68	68			44	24	36					52	13
	30%	30%			26%	40%	30%					27%	41%
<i>Difficulty comparing what other providers were offering</i>	68	68			46	22	31					54	11
	29%	29%			27%	37%	27%					28%	36%
<i>Lack of choice</i>	66	66			49	17	34					56	9
	29%	29%			28%	30%	29%					28%	31%
<i>Didn't want to pay the upfront cost of the new handset</i>	63	63			43	20	34					51	9
	27%	27%			25%	35%	29%					26%	29%
<i>Current provider is still the best deal/cheapest</i>	62	62			47	14	33					51	7
	27%	27%			27%	25%	28%					26%	24%
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	56	56			40	16	32					46	8
	24%	24%			23%	27%	27%					24%	25%
<i>Didn't want to lose friends and family or other call discounts</i>	48	48			33	15	23					39	7
	21%	21%			19%	27%	19%					20%	24%
<i>Bad experience switching other services previously</i>	44	44			32	12	22					34	7
	19%	19%			19%	20%	19%					18%	23%
<i>Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT</i>	37	37			28	9	19					31	5
	16%	16%			16%	15%	16%					16%	15%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 123
QA16a PROCESS SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)				
Base	231	-**	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*				
<i>I was still in a contract so couldn't leave/would need to pay to leave</i>	34 15%	-	34 15%	-	-	24 14%	10 17%	15 12%	-	-	-	-	26 13%	6 19%				
<i>Customer service / Friendly / Easy to deal with / Poor customer service from other providers</i>	3 1%	-	3 1%	-	-	1 1%	2 3%	2 1%	-	-	-	-	2 1%	*				
<i>Freebies / Perks etc.</i>	2 1%	-	2 1%	-	-	2 1%	-	2 1%	-	-	-	-	2 1%	-				
<i>Data allowance / Data package / Unlimited internet</i>	2 1%	-	2 1%	-	-	1 1%	1 2%	1 1%	-	-	-	-	1 1%	-				
<i>Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'</i>	2 1%	-	2 1%	-	-	1 *	1 2%	2 1%	-	-	-	-	2 1%	*				
<i>Loyalty / Been with them for years/a long time</i>	*	-	*	-	-	-	1%	*	-	-	-	-	*	-				
<i>Local shop / Can go to local shop for help</i>	*	-	*	-	-	*	-	-	-	-	-	-	*	-				
<i>Discount</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
<i>Market too confusing</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
<i>4g / 4g free / 4g offered as standard</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
<i>Dislike of other network e.g. Dislike Orange / Dislike T-Mobile</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
<i>Signal boost box provided</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
<i>Can't afford to switch / Don't have the money to switch</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
<i>Other</i>	4 2%	-	4 2%	-	-	3 2%	*	2 1%	-	-	-	-	3 2%	1 2%				
Mean number of mentions	6.96	-	6.96	-	-	6.65	7.89	7.19	-	-	-	-	6.66	9.281				

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 124
QA16a PROCESS SUMMARY Major/ Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Process 1	171	101	69	53	85	33	102	69	120	51	142	14	10	4
	74%	74%	74%	76%	76%	64%	70%	61%	73%	76%	76%	77%	55%	65%
<i>It's too time consuming to go through the process of switching from one provider to another</i>	131	76	55	42	64	26	79	52	91	41	110	11	6	3
	57%	55%	59%	61%	57%	51%	54%	61%	55%	60%	58%	62%	36%	51%
<i>I was worried I might not be able to use my mobile during the switch</i>	113	66	47	40	55	18	64	49	81	32	96	10	5	2
	49%	48%	50%	59%	49%	36%	43%	58%	50%	47%	51%	55%	28%	25%
<i>I was worried I might have to pay two providers at the same time</i>	84	49	36	33	36	15	53	31	57	27	76	6	-	2
	36%	35%	38%	40%	32%	30%	36%	37%	35%	40%	40%	34%	-	31%
<i>Difficulty when contacting my current provider</i>	69	40	29	28	32	9	37	32	51	18	63	3	2	1
	30%	29%	30%	41%	28%	17%	25%	38%	31%	26%	33%	17%	8%	21%
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	59	35	24	24	27	8	32	27	42	17	53	3	2	1
	25%	25%	26%	30%	24%	15%	22%	32%	26%	25%	28%	18%	8%	15%
Process 2	202	118	84	60	97	46	128	74	145	57	164	17	15	6
	87%	86%	89%	88%	86%	90%	87%	87%	89%	84%	87%	91%	84%	85%
<i>Did not want to change my mobile number</i>	145	83	63	45	67	33	90	55	101	44	123	12	6	4
	63%	60%	67%	66%	60%	66%	62%	65%	62%	65%	65%	63%	36%	67%
<i>I negotiated/accepted a deal with my current provider</i>	140	82	58	46	64	30	93	47	104	36	113	12	12	4
	61%	60%	62%	67%	57%	59%	63%	56%	63%	54%	60%	63%	65%	57%
<i>Not knowing what to do to switch</i>	87	49	38	27	44	16	49	38	62	25	79	5	2	1
	38%	36%	40%	40%	39%	31%	33%	45%	38%	37%	42%	28%	12%	19%
<i>Handset is locked to current network and I don't want a new handset</i>	73	42	31	27	37	9	40	33	54	19	65	6	-	1
	31%	30%	33%	39%	33%	18%	27%	39%	33%	28%	35%	33%	-	19%
<i>Bad experience switching my mobile provider previously</i>	66	41	26	30	28	8	38	29	50	16	61	4	1	*
	28%	30%	27%	44%	25%	16%	26%	34%	31%	23%	32%	24%	3%	5%
Other than Process 1 or 2	230	136	94	68	112	50	146	84	163	67	187	19	18	7
	99%	99%	100%	100%	100%	99%	100%	99%	100%	99%	99%	100%	100%	100%
<i>Prefer to stay with trusted/ known provider</i>	191	111	80	58	90	43	123	68	136	55	155	14	17	6
	83%	81%	85%	84%	80%	85%	84%	80%	83%	81%	82%	77%	93%	82%
<i>Current provider is still the best deal/cheapest</i>	187	109	78	56	91	40	119	68	134	53	151	16	15	5
	81%	80%	83%	82%	81%	79%	81%	81%	82%	79%	80%	84%	82%	80%
<i>There wasn't enough difference in cost to be worth switching</i>	180	106	74	54	89	38	115	65	128	53	150	14	13	4
	78%	77%	79%	79%	79%	75%	78%	77%	78%	78%	80%	75%	72%	60%

BDRC Continental/22052/V14

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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 124
QA16a PROCESS SUMMARY Major/ Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Current provider has the best quality of service (e.g. network coverage)	174 75%	104 76%	70 74%	55 80%	83 74%	37 72%	109 74%	65 77%	124 76%	51 75%	143 76%	14 73%	13 73%	5 72%
Worried service wouldn't be as good with new provider	171 74%	95 70%	75 80%	52 76%	82 73%	37 73%	109 74%	62 73%	123 75%	48 70%	140 74%	16 87%	11 60%	4 59%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	144 62%	88 64%	57 60%	48 70%	67 60%	29 58%	90 62%	54 64%	99 61%	45 67%	124 66%	9 48%	9 48%	3 49%
Didn't want to pay the upfront cost of the new handset	143 62%	84 61%	59 63%	43 63%	75 67%	26 50%	85 58%	59 69%	102 62%	41 61%	124 66%	9 47%	6 36%	4 57%
Hassle to set up a new online account	111 48%	66 48%	44 47%	38 56%	49 44%	23 46%	70 48%	41 48%	77 47%	34 50%	94 50%	8 41%	7 41%	1 17%
Difficulty comparing what other providers were offering	108 47%	66 48%	42 45%	35 51%	50 45%	23 45%	63 43%	45 53%	76 47%	32 47%	93 50%	7 38%	5 29%	2 37%
Better handsets available with my current network/ didn't see any other handsets I liked	106 46%	58 42%	48 51%	40 59%	52 47%	13 26%	64 44%	42 50%	78 48%	28 41%	88 47%	7 39%	8 42%	3 47%
Lack of choice	104 45%	60 44%	44 46%	37 51%	52 45%	15 29%	63 43%	41 48%	79 48%	25 37%	88 47%	7 40%	7 39%	1 16%
Would take too long to research the market	95 41%	50 37%	45 47%	35 52%	40 36%	19 38%	58 40%	37 43%	67 41%	28 41%	84 45%	8 41%	3 15%	1 9%
Didn't want to lose friends and family or other call discounts	93 40%	56 41%	37 39%	36 53%	43 38%	14 28%	54 37%	38 45%	66 40%	27 40%	78 41%	9 47%	3 18%	3 40%
I was still in a contract so couldn't leave/would need to pay to leave	82 36%	49 36%	34 36%	35 52%	39 35%	8 15%	49 34%	33 39%	60 37%	22 33%	70 37%	6 35%	5 25%	1 15%
Bad experience switching other services previously	75 33%	46 34%	29 31%	30 44%	35 31%	11 21%	42 29%	33 40%	55 34%	20 30%	69 37%	4 23%	2 10%	* 5%
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	70 30%	43 31%	27 29%	33 46%	29 25%	9 17%	42 29%	28 33%	54 33%	16 24%	60 32%	7 38%	2 10%	1 22%
Customer service / Friendly / Easy to deal with / Poor customer service from other providers	12 5%	6 4%	6 6%	5 7%	5 5%	2 4%	10 7%	2 3%	9 6%	3 4%	10 5%	1 3%	2 9%	* 6%
Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'	11 5%	5 4%	6 6%	2 2%	8 7%	1 2%	8 6%	3 4%	8 5%	3 5%	8 4%	1 6%	2 11%	* 3%

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 124
QA16a PROCESS SUMMARY Major/ Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Data allowance / Data package / Unlimited internet	6 2%	5 3%	1 1%	3 4%	2 2%	1 2%	3 2%	2 3%	4 2%	2 3%	4 2%	1 8%	-	1 11%
Freebies / Perks etc.	6 2%	2 2%	3 3%	2 3%	3 3%	1 1%	4 2%	2 2%	4 2%	2 3%	3 2%	1 6%	2 9%	-
Loyalty / Been with them for years/a long time	4 2%	3 2%	2 2%	2 2%	2 2%	* *	3 2%	1 2%	3 2%	1 2%	4 2%	-	-	-
4g / 4g free / 4g offered as standard	2 1%	2 1%	* *	2 2%	- *	* *	1 *	1 1%	- *	2 2%	2 1%	-	-	-
Local shop / Can go to local shop for help	2 1%	* *	1 1%	- -	1 1%	1 2%	* *	1 1%	- *	2 2%	2 1%	-	-	-
Market too confusing	2 1%	1 *	1 1%	- -	1 1%	1 2%	1 1%	1 1%	2 1%	- -	1 *	-	1 3%	-
Can't afford to switch / Don't have the money to switch	1 1%	- -	1 1%	- -	* *	1 2%	* *	1 1%	1 1%	* 1%	1 *	-	1 3%	-
Discount	1 *	1 1%	* *	- -	1 1%	- -	1 1%	- -	1 1%	- -	1 1%	-	-	-
Signal boost box provided	1 *	1 *	* *	- -	1 1%	* *	1 *	- -	1 *	- -	1 *	-	-	-
Dislike of other network e.g. Dislike Orange / Dislike T-Mobile	1 *	1 *	- -	1 1%	- -	- -	1 *	- -	1 *	- -	1 *	-	-	-
Other	19 8%	11 8%	8 8%	3 4%	10 9%	6 12%	12 8%	7 8%	14 9%	5 7%	16 9%	2 10%	1 3%	* 3%
Mean number of mentions	13.29%	13.07	13.60	15.2974%	12.98%	11.24	12.80	14.11	13.45	12.89	13.85	12.60	9.27	10.07

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 124
QA16a PROCESS SUMMARY Major/ Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Process 1	171	-	171	-	-	126	45	86	-	-	-	-	141	26
	74%	-	74%	-	-	73%	77%	72%	-	-	-	-	72%	65%
<i>It's too time consuming to go through the process of switching from one provider to another</i>	131	-	131	-	-	95	36	65	-	-	-	-	107	22
	57%	-	57%	-	-	55%	63%	55%	-	-	-	-	55%	72%
<i>I was worried I might not be able to use my mobile during the switch</i>	113	-	113	-	-	86	27	60	-	-	-	-	92	19
	49%	-	49%	-	-	50%	47%	51%	-	-	-	-	47%	61%
<i>I was worried I might have to pay two providers at the same time</i>	84	-	84	-	-	62	22	48	-	-	-	-	67	15
	36%	-	36%	-	-	35%	39%	40%	-	-	-	-	34%	48%
<i>Difficulty when contacting my current provider</i>	69	-	69	-	-	47	22	38	-	-	-	-	52	14
	30%	-	30%	-	-	27%	38%	32%	-	-	-	-	26%	44%
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	59	-	59	-	-	39	20	32	-	-	-	-	42	14
	25%	-	25%	-	-	22%	35%	27%	-	-	-	-	22%	46%
Process 2	202	-	202	-	-	156	46	107	-	-	-	-	170	29
	87%	-	87%	-	-	90%	79%	90%	-	-	-	-	87%	95%
<i>Did not want to change my mobile number</i>	145	-	145	-	-	114	31	75	-	-	-	-	118	24
	63%	-	63%	-	-	66%	54%	63%	-	-	-	-	60%	79%
<i>I negotiated/accepted a deal with my current provider</i>	140	-	140	-	-	109	31	80	-	-	-	-	124	14
	61%	-	61%	-	-	63%	53%	68%	-	-	-	-	63%	47%
<i>Not knowing what to do to switch</i>	87	-	87	-	-	58	29	45	-	-	-	-	66	19
	38%	-	38%	-	-	34%	50%	38%	-	-	-	-	34%	63%
<i>Handset is locked to current network and I don't want a new handset</i>	73	-	73	-	-	50	23	41	-	-	-	-	61	10
	31%	-	31%	-	-	29%	39%	34%	-	-	-	-	31%	32%
<i>Bad experience switching my mobile provider previously</i>	66	-	66	-	-	47	19	37	-	-	-	-	51	12
	29%	-	29%	-	-	27%	34%	31%	-	-	-	-	26%	41%
Other than Process 1 or 2	230	-	230	-	-	173	57	117	-	-	-	-	195	30
	99%	-	99%	-	-	100%	99%	99%	-	-	-	-	100%	99%
<i>Prefer to stay with trusted/ known provider</i>	191	-	191	-	-	147	44	101	-	-	-	-	169	19
	83%	-	83%	-	-	85%	77%	86%	-	-	-	-	80%	62%

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

BDRC Continental/22052/V14

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 124
QA16a PROCESS SUMMARY Major/ Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	231	-**	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*
Current provider is still the best deal/cheapest	187	-	187	-	-	142	45	95	-	-	-	-	165	17
		81% ^m	81%	-	-	82%	79%	80%	-	-	-	-	85% ^m	57%
There wasn't enough difference in cost to be worth switching	180	-	180	-	-	133	48	94	-	-	-	-	157	20
		78% ^m	78%	-	-	76%	83%	79%	-	-	-	-	80% ^m	66%
Current provider has the best quality of service (e.g. network coverage)	174	-	174	-	-	132	42	91	-	-	-	-	157	15
		75% ^m	75%	-	-	76%	73%	77%	-	-	-	-	80% ^m	50%
Worried service wouldn't be as good with new provider	171	-	171	-	-	129	41	85	-	-	-	-	145	22
		74%	74%	-	-	75%	72%	71%	-	-	-	-	74%	73%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	144	-	144	-	-	107	37	76	-	-	-	-	121	21
		62%	62%	-	-	62%	64%	64%	-	-	-	-	62%	68%
Didn't want to pay the upfront cost of the new handset	143	-	143	-	-	103	41	72	-	-	-	-	116	23
		62%	62%	-	-	59%	70%	61%	-	-	-	-	59%	73%
Hassle to set up a new online account	111	-	111	-	-	77	34	59	-	-	-	-	91	18
		48%	48%	-	-	44%	58%	50%	-	-	-	-	46%	59%
Difficulty comparing what other providers were offering	108	-	108	-	-	78	30	51	-	-	-	-	84	20
		47%	47%	-	-	45%	52%	43%	-	-	-	-	43%	67% ^m
Better handsets available with my current network/ didn't see any other handsets I liked	106	-	106	-	-	78	28	59	-	-	-	-	92	12
		46%	46%	-	-	45%	49%	50%	-	-	-	-	47%	38%
Lack of choice	104	-	104	-	-	78	26	58	-	-	-	-	82	17
		45%	45%	-	-	45%	44%	49%	-	-	-	-	42%	56%
Would take too long to research the market	95	-	95	-	-	66	29	51	-	-	-	-	73	19
		41%	41%	-	-	38%	51%	43%	-	-	-	-	37%	63% ^m
Didn't want to lose friends and family or other call discounts	93	-	93	-	-	66	26	51	-	-	-	-	79	11
		40%	40%	-	-	38%	46%	43%	-	-	-	-	41%	37%
I was still in a contract so couldn't leave/would need to pay to leave	82	-	82	-	-	58	25	42	-	-	-	-	66	14
		36%	36%	-	-	33%	43%	35%	-	-	-	-	34%	47%
Bad experience switching other services previously	75	-	75	-	-	53	23	40	-	-	-	-	60	12
		33%	33%	-	-	30%	39%	34%	-	-	-	-	31%	41%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 124
QA16a PROCESS SUMMARY Major/ Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Yes (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)					
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*					
<i>Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT</i>	70	-	70	-	-	48	22	39	-	-	-	-	59	9					
<i>Customer service / Friendly / Easy to deal with / Poor customer service from other providers</i>	12	-	12	-	-	7	5	8	-	-	-	-	11	1					
<i>Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'</i>	11	-	11	-	-	9	2	6	-	-	-	-	10	2					
<i>Data allowance / Data package / Unlimited internet</i>	6	-	6	-	-	5	1	3	-	-	-	-	5	-					
<i>Freebies / Perks etc.</i>	6	-	6	-	-	3	2	3	-	-	-	-	5	1					
<i>Loyalty / Been with them for years/a long time</i>	4	-	4	-	-	4	*	2	-	-	-	-	4	*					
<i>4g / 4g free / 4g offered as standard</i>	2	-	2	-	-	2	-	*	-	-	-	-	2	-					
<i>Local shop / Can go to local shop for help</i>	2	-	2	-	-	1	*	1	-	-	-	-	2	-					
<i>Market too confusing</i>	2	-	2	-	-	2	-	-	-	-	-	-	2	-					
<i>Can't afford to switch / Don't have the money to switch</i>	1	-	1	-	-	1	-	-	-	-	-	-	1	-					
<i>Discount</i>	1	-	1	-	-	1	-	1	-	-	-	-	1	-					
<i>Signal boost box provided</i>	1	-	1	-	-	1	-	1	-	-	-	-	*	1					
<i>Dislike of other network e.g. Dislike Orange / Dislike T-Mobile</i>	1	-	1	-	-	1	-	-	-	-	-	-	1	-					
<i>Other</i>	19	-	19	-	-	15	4	9	-	-	-	-	16	3					
Mean number of mentions	13.28	-	13.28	-	-	12.99	14.15	13.69	-	-	-	-	13.07	14.45					

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

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Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 125
QA16a/b PROCESS SUMMARY Overall major factor
Base: All considerers having at least one major factor

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	394	212	182	99	157	138	273	121	254	140	342	29	11	12
Base	183	109	74	54*	88	41*	116	67*	133	50*	150	14**	14**	5**
Effective Base	283	153	135	74	128	90	196	90	191	97	253	24	10	10
Process 1	14	7	7	4	7	3	8	6	12	2	12	2	-	-
8%		7%	9%	8%	8%	7%	7%	8%	9%	4%	8%	13%	-	-
<i>It's too time consuming to go through the process of switching from one provider to another</i>	5	2	3	2	3	1	4	1	5	*	4	1	-	-
3%		2%	4%	3%	3%	3%	3%	2%	4%	1%	3%	9%	-	-
<i>I was worried I might not be able to use my mobile during the switch</i>	3	2	1	1	2	1	1	2	3	-	3	-	-	-
2%		2%	1%	2%	2%	1%	1%	3%	3%	-	2%	-	-	-
<i>Difficulty when contacting my current provider</i>	2	2	1	1	1	*	1	1	2	1	2	-	-	-
1%		2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	-	-	-
<i>I was worried I might have to pay two providers at the same time</i>	2	-	2	*	1	*	1	*	1	1	1	1	-	-
1%		-	2%	1%	1%	1%	1%	1%	1%	1%	1%	4%	-	-
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	1	1	*	1	-	*	1	-	1	*	1	-	-	-
1%		1%	*	1%	-	1%	1%	-	1%	1%	1%	-	-	-
Process 2	48	31	17	11	23	15	29	19	34	14	42	4	2	1
26%		29%	23%	21%	26%	35%	25%	29%	26%	28%	28%	29%	11%	21%
<i>I negotiated/accepted a deal with my current provider</i>	28	17	10	5	14	9	19	8	19	9	23	3	2	1
15%		16%	14%	9%	16%	31%	17%	13%	14%	17%	15%	19%	11%	14%
<i>Did not want to change my mobile number</i>	12	9	3	2	4	5	5	7	8	4	10	1	-	*
6%		8%	4%	4%	5%	12%	4%	11%	6%	7%	7%	7%	-	7%
<i>Not knowing what to do to switch</i>	4	3	1	1	2	*	2	1	2	1	3	*	-	-
2%		3%	1%	2%	2%	1%	2%	2%	2%	3%	2%	3%	-	-
<i>Bad experience switching my mobile provider previously</i>	3	2	1	3	-	-	1	2	3	-	3	-	-	-
1%		2%	1%	3%	-	-	1%	3%	2%	-	2%	-	-	-
<i>Handset is locked to current network and I don't want a new handset</i>	3	1	2	-	2	*	2	*	2	*	3	-	-	-
1%		1%	2%	-	3%	1%	2%	1%	2%	1%	2%	-	-	-
Other than Process 1 or 2	121	70	50	38	59	24	79	42	87	34	96	8	12	4
66%		65%	68%	71%	67%	58%	68%	63%	65%	68%	64%	58%	89%	79%
<i>Current provider is still the best deal/cheapest</i>	47	31	16	14	23	10	31	17	35	12	34	2	10	2
26%		29%	22%	27%	27%	23%	26%	25%	26%	25%	23%	11%	69%	46%
<i>There wasn't enough difference in cost to be worth switching</i>	12	8	4	1	6	5	10	2	9	3	10	*	1	*
7%		7%	5%	2%	6%	12%	9%	3%	7%	7%	7%	3%	9%	7%
<i>Prefer to stay with trusted/ known provider</i>	11	4	7	5	5	1	8	3	8	3	8	1	2	*
6%		4%	9%	9%	6%	4%	7%	5%	6%	6%	5%	10%	11%	5%

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 125
QA16a/b PROCESS SUMMARY Overall major factor
Base: All considerers having at least one major factor

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	183	109	74	54*	88	41*	116	67*	133	50*	150	14**	14**	5**
<i>Current provider has the best quality of service (e.g. network coverage)</i>	11	6	4	3	5	3	7	4	7	3	9	1	-	-
6%	6%	6%	6%	5%	5%	7%	6%	6%	5%	6%	6%	10%	-	-
<i>Worried service wouldn't be as good with new provider</i>	8	4	4	2	5	1	6	2	6	2	6	2	-	-
4%	4%	4%	5%	5%	5%	1%	5%	3%	4%	4%	4%	13%	-	-
<i>I was still in a contract so couldn't leave/would need to pay to leave</i>	7	2	5	4	2	1	5	3	3	4	7	-	-	1
4%	2%	7%	8%	2%	2%	4%	4%	4%	2%	6%	5%	-	-	10%
<i>Didn't want to lose friends and family or other call discounts</i>	5	4	1	1	4	*	3	2	4	1	4	1	-	*
3%	3%	2%	1%	5%	*	2%	4%	3%	3%	1%	3%	5%	-	6%
<i>Didn't want to pay the upfront cost of the new handset</i>	5	2	2	1	3	*	4	1	4	*	5	-	-	-
3%	2%	3%	2%	4%	1%	3%	1%	3%	3%	1%	3%	-	-	-
<i>Lack of choice</i>	3	2	1	*	2	1	1	2	3	-	2	1	-	-
2%	2%	1%	1%	2%	2%	1%	1%	3%	2%	-	2%	5%	-	-
<i>Bad experience switching other services previously</i>	3	2	1	2	*	*	2	*	*	2	2	*	-	-
1%	2%	1%	3%	1%	1%	2%	1%	1%	*	4%	2%	2%	-	-
<i>Hassle to set up a new online account</i>	3	1	1	2	*	*	1	1	1	1	3	-	-	-
1%	1%	1%	4%	*	1%	1%	2%	1%	1%	2%	2%	-	-	-
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	2	1	1	1	1	-	1	1	2	-	2	-	-	-
1%	1%	2%	2%	1%	-	1%	2%	2%	2%	-	1%	-	-	-
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	2	1	1	-	1	1	1	1	1	*	2	-	-	-
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-
<i>Would take too long to research the market</i>	1	1	1	1	1	-	-	1	1	-	1	-	-	-
1%	1%	1%	1%	1%	-	-	-	2%	1%	-	1%	-	-	-
<i>Difficulty comparing what other providers were offering</i>	1	*	1	*	*	1	1	1	*	1	1	-	-	-
1%	*	1%	1%	*	2%	1%	1%	1%	*	2%	1%	-	-	-
<i>Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)</i>	*	-	*	*	-	-	*	-	*	-	-	-	-	*
*	-	*	1%	-	-	-	*	-	*	-	-	-	-	7%
<i>Other</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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Fieldwork: 20th August to 1st September 2015

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* small base; ** very small base (under 30) ineligible for sig testing

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 125
QA16a/b PROCESS SUMMARY Overall major factor
Base: All considerers having at least one major factor

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	394	-	394	-	-	310	84	208	-	-	-	-	331	59
Base	183	**	183	**	**	137	46*	95	**	**	**	**	157	24*
Effective Base	283	-	283	-	-	225	61	156	-	-	-	-	236	45
Process 1	14	-	14	-	-	10	4	9	-	-	-	-	7	7
	8%	-	8%	-	-	7%	8%	10%	-	-	-	-	5%	27% ^{††}
<i>It's too time consuming to go through the process of switching from one provider to another</i>	5	-	5	-	-	5	1	4	-	-	-	-	3	2
	3%	-	3%	-	-	4%	1%	4%	-	-	-	-	2%	9% ^{††}
<i>I was worried I might not be able to use my mobile during the switch</i>	3	-	3	-	-	2	1	3	-	-	-	-	2	1
	2%	-	2%	-	-	2%	2%	3%	-	-	-	-	1%	6%
<i>Difficulty when contacting my current provider</i>	2	-	2	-	-	1	1	1	-	-	-	-	1	1
	1%	-	1%	-	-	1%	2%	1%	-	-	-	-	1%	6% ^{††}
<i>I was worried I might have to pay two providers at the same time</i>	2	-	2	-	-	1	1	1	-	-	-	-	1	1
	1%	-	1%	-	-	1%	2%	1%	-	-	-	-	*	4% ^{††}
<i>I had difficulty getting the code I needed from my current provider (i.e. the PAC)</i>	1	-	1	-	-	1	-	*	-	-	-	-	*	1
	1%	-	1%	-	-	1%	-	*	-	-	-	-	*	2%
Process 2	48	-	48	-	-	39	9	23	-	-	-	-	42	6
	26%	-	26%	-	-	29%	20%	24%	-	-	-	-	27%	25%
<i>I negotiated/accepted a deal with my current provider</i>	28	-	28	-	-	26	2	13	-	-	-	-	26	2
	15%	-	15%	-	-	19%	5%	14%	-	-	-	-	17%	7%
<i>Did not want to change my mobile number</i>	12	-	12	-	-	9	3	5	-	-	-	-	8	3
	6%	-	6%	-	-	7%	6%	5%	-	-	-	-	5%	19% ^{††}
<i>Not knowing what to do to switch</i>	4	-	4	-	-	2	1	2	-	-	-	-	3	*
	2%	-	2%	-	-	2%	3%	2%	-	-	-	-	2%	1%
<i>Bad experience switching my mobile provider previously</i>	3	-	3	-	-	1	2	1	-	-	-	-	3	-
	1%	-	1%	-	-	1%	4%	1%	-	-	-	-	2%	-
<i>Handset is locked to current network and I don't want a new handset</i>	3	-	3	-	-	1	1	2	-	-	-	-	2	1
	1%	-	1%	-	-	1%	3%	2%	-	-	-	-	1%	4%
Other than Process 1 or 2	121	-	121	-	-	87	33	63	-	-	-	-	108	12
	66% ^{††}	-	66%	-	-	64%	72%	66%	-	-	-	-	69% ^{††}	49%
<i>Current provider is still the best deal/cheapest</i>	47	-	47	-	-	35	12	25	-	-	-	-	45	1
	26% ^{††}	-	26%	-	-	26%	27%	26%	-	-	-	-	29% ^{††}	5%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 125
QA16a/b PROCESS SUMMARY Overall major factor
Base: All considerers having at least one major factor

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	183	**	183	**	**	137	46*	95	**	**	**	**	157	24*
<i>There wasn't enough difference in cost to be worth switching</i>	12	-	12	-	-	8	4	9	-	-	-	-	11	1
	7%	-	7%	-	-	6%	9%	10%	-	-	-	-	7%	6%
<i>Prefer to stay with trusted/ known provider</i>	11	-	11	-	-	8	4	3	-	-	-	-	11	*
	6%	-	6%	-	-	6%	8%	3%	-	-	-	-	7%	1%
<i>Current provider has the best quality of service (e.g. network coverage)</i>	11	-	11	-	-	10	1	5	-	-	-	-	10	1
	6%	-	6%	-	-	7%	2%	5%	-	-	-	-	6%	3%
<i>Worried service wouldn't be as good with new provider</i>	8	-	8	-	-	5	3	4	-	-	-	-	7	*
	4%	-	4%	-	-	4%	6%	4%	-	-	-	-	5%	2%
<i>I was still in a contract so couldn't leave/would need to pay to leave</i>	7	-	7	-	-	7	1	3	-	-	-	-	5	3
	4%	-	4%	-	-	5%	2%	3%	-	-	-	-	3%	11%
<i>Didn't want to lose friends and family or other call discounts</i>	5	-	5	-	-	2	3	4	-	-	-	-	4	1
	3%	-	3%	-	-	2%	6%	4%	-	-	-	-	3%	3%
<i>Didn't want to pay the upfront cost of the new handset</i>	5	-	5	-	-	3	2	2	-	-	-	-	4	1
	3%	-	3%	-	-	2%	4%	2%	-	-	-	-	3%	3%
<i>Lack of choice</i>	3	-	3	-	-	2	1	2	-	-	-	-	1	2
	2%	-	2%	-	-	2%	1%	2%	-	-	-	-	*	9%
<i>Bad experience switching other services previously</i>	3	-	3	-	-	1	2	1	-	-	-	-	2	*
	1%	-	1%	-	-	1%	3%	1%	-	-	-	-	1%	2%
<i>Hassle to set up a new online account</i>	3	-	3	-	-	1	2	1	-	-	-	-	2	*
	1%	-	1%	-	-	1%	4%	2%	-	-	-	-	2%	*
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	2	-	2	-	-	1	1	1	-	-	-	-	2	-
	1%	-	1%	-	-	1%	1%	1%	-	-	-	-	1%	-
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	2	-	2	-	-	2	-	-	-	-	-	-	2	-
	1%	-	1%	-	-	1%	-	-	-	-	-	-	1%	-
<i>Would take too long to research the market</i>	1	-	1	-	-	1	-	1	-	-	-	-	1	1
	1%	-	1%	-	-	1%	-	1%	-	-	-	-	*	2%
<i>Difficulty comparing what other providers were offering</i>	1	-	1	-	-	1	-	1	-	-	-	-	1	*
	1%	-	1%	-	-	1%	-	1%	-	-	-	-	1%	1%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 125
QA16a/b PROCESS SUMMARY Overall major factor
Base: All considerers having at least one major factor

Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Swit- chers (a)	Consid- erers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Diffi- cult (i)	Net Satis- fied (j)	Net Dissat- isfied (k)	Net Satis- fied (l)	Net Dissat- isfied (m)
	183	**	183	**	**	137	46*	95	**	**	**	**	157
*	-	*	-	-	*	-	*	-	-	-	-	*	-
*	-	*	-	-	*	-	*	-	-	-	-	*	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-

Base
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT Other

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 126
QA16a SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Current provider is still the best deal/cheapest	125	72	54	36	58	32	78	47	88	37	98	9	14	4
	54%	52%	57%	53%	51%	63%	53%	56%	54%	55%	52%	50%	79%	63%
Prefer to stay with trusted/known provider	102	55	46	33	45	24	63	38	65	36	81	8	9	4
	44%	40%	49%	48%	40%	48%	43%	45%	40%	54%	43%	43%	49%	61%
There wasn't enough difference in cost to be worth switching	101	58	43	28	51	23	70	31	75	27	82	7	9	3
	44%	43%	45%	41%	45%	45%	48%	37%	46%	40%	44%	40%	49%	44%
Current provider has the best quality of service (e.g. network coverage)	99	59	41	29	48	22	61	38	70	30	82	8	6	4
	43%	43%	43%	43%	43%	43%	41%	45%	43%	44%	44%	41%	33%	55%
I negotiated/accepted a deal with my current provider	92	53	39	27	44	22	61	31	68	24	75	8	7	3
	40%	39%	42%	39%	39%	42%	42%	37%	41%	36%	40%	42%	38%	43%
Did not want to change my mobile number	88	52	36	22	43	23	56	32	61	27	77	7	1	3
	38%	38%	38%	32%	39%	45%	38%	38%	37%	40%	41%	40%	5%	50%
Worried service wouldn't be as good with new provider	80	44	36	25	39	17	51	29	57	24	66	9	5	*
	35%	32%	39%	36%	34%	33%	35%	35%	35%	35%	35%	50%	26%	5%
Didn't want to pay the upfront cost of the new handset	80	47	33	20	46	14	43	37	52	28	72	3	3	2
	35%	34%	35%	29%	41%	28%	29%	44%	32%	41%	38%	18%	17%	34%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	66	36	30	23	29	14	45	22	45	22	54	4	6	1
	29%	26%	32%	34%	26%	27%	30%	26%	27%	32%	29%	22%	36%	21%
Better handsets available with my current network/ didn't see any other handsets I liked	50	27	24	18	26	7	33	18	38	12	41	3	5	2
	22%	20%	25%	27%	23%	13%	22%	21%	24%	16%	22%	14%	29%	24%
I was still in a contract so couldn't leave/would need to pay to leave	49	26	23	21	24	3	28	20	34	14	44	2	3	1
	21%	19%	25%	31%	21%	6%	19%	24%	21%	21%	23%	9%	14%	13%
Didn't want to lose friends and family or other call discounts	44	26	18	15	24	5	25	19	31	13	37	5	2	1
	19%	19%	19%	23%	21%	10%	17%	23%	19%	19%	20%	26%	9%	10%
It's too time consuming to go through the process of switching from one provider to another	44	24	20	13	24	7	27	17	31	13	38	4	2	1
	19%	17%	21%	18%	22%	14%	19%	20%	19%	20%	20%	20%	8%	8%
Hassle to set up a new online account	41	24	17	18	15	8	26	15	30	11	35	4	2	*
	18%	17%	18%	20%	14%	16%	18%	18%	19%	16%	19%	22%	8%	5%
Difficulty comparing what other providers were offering	40	25	15	14	21	5	22	19	31	9	36	1	2	*
	17%	18%	16%	20%	19%	10%	15%	22%	19%	14%	19%	7%	14%	3%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 126
QA16a SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
I was worried I might not be able to use my mobile during the switch	39 17%	22 16%	17 18%	14 21%	18 16%	7 14%	21 14%	19 22%	27 17%	12 18%	32 17%	5 27%	2 8%	1 8%
I was worried I might have to pay two providers at the same time	39 17%	22 16%	16 17%	18 26%Tde	14 13%	6 12%	23 16%	15 18%	23 14%	15 23%Tde	34 18%	4 20%	-	1 13%
Lack of choice	37 16%	21 15%	16 17%	13 19%	19 17%	5 10%	23 16%	15 17%	28 17%	9 14%	33 17%	4 20%	-	1 16%
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	33 14%	18 13%	15 16%	15 22%	15 13%	4 7%	18 13%	15 18%	26 16%	8 11%	30 16%	2 9%	1 6%	* 5%
Bad experience switching other services previously	31 14%	20 15%	11 12%	16 23%Tde	13 12%	2 4%	17 12%	14 17%	23 14%	8 12%	29 15%	3 16%	-	-
Bad experience switching my mobile provider previously	31 14%	20 15%	11 12%	16 24%Tde	13 11%	2 5%	16 11%	16 18%	23 14%	8 12%	29 16%	2 9%	-	* 5%
Handset is locked to current network and I don't want a new handset	28 12%	13 10%	15 16%	11 18%	14 12%	4 7%	16 11%	12 15%	21 13%	7 10%	25 13%	3 16%	-	1 8%
Not knowing what to do to switch	27 12%	13 10%	14 15%	13 19%	12 11%	2 4%	16 11%	11 13%	20 12%	8 11%	24 13%	2 9%	2 8%	* 5%
Would take too long to research the market	26 11%	13 9%	14 15%	11 18%	13 11%	3 6%	15 11%	11 13%	21 13%	6 9%	23 12%	4 20%	-	-
Difficulty when contacting my current provider	25 11%	13 9%	13 13%	13 19%Tde	9 8%	3 5%	14 10%	11 13%	19 11%	7 10%	22 12%	1 5%	2 8%	* 5%
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	24 10%	15 11%	9 10%	11 17%	11 10%	2 4%	11 7%	13 16%	15 9%	10 14%	22 12%	* 2%	2 8%	* 5%
Customer service / Friendly / Easy to deal with / Poor customer service from other providers	9 4%	4 3%	5 6%	3 4%	4 4%	2 4%	7 5%	2 3%	7 4%	2 3%	7 4%	1 3%	2 9%	* 6%
Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'	9 4%	4 3%	5 6%	1 2%	7 6%	1 1%	6 4%	3 3%	7 4%	2 3%	7 4%	-	2 11%	* 3%
Data allowance / Data package / Unlimited internet	4 2%	3 2%	1 1%	2 3%	1 1%	1 2%	2 1%	2 2%	2 1%	2 3%	2 1%	* 2%	-	1 11%
Loyalty / Been with them for years/a long time	4 2%	2 1%	2 2%	1 2%	2 2%	* *	2 2%	1 2%	2 2%	1 2%	4 2%	-	-	-
Freebies / Perks etc.	3 1%	1 *	3 3%	1 1%	2 2%	- *	3 2%	* *	3 2%	1 1%	1 1%	1 4%	2 9%	-
4g / 4g free / 4g offered as standard	2 1%	2 1%	* *	2 2%	- -	* *	1 *	1 1%	- -	2 3%Tde	2 1%	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 126
QA16a SUMMARY Major factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Market too confusing	2	1	1	-	1	1	1	1	2	-	1	-	1	-
	1%	*	1%	-	1%	2%	1%	1%	1%	-	*	-	3%	-
Local shop / Can go to local shop for help	1	*	1	-	1	1	*	1	-	1	1	-	-	-
	1%	*	1%	-	1%	1%	*	1%	-	2%	1%	-	-	-
Can't afford to switch / Don't have the money to switch	1	-	1	-	*	1	*	1	1	*	1	-	1	-
	1%	-	1%	-	*	2%	*	1%	1%	1%	*	-	3%	-
Discount	1	1	*	-	1	-	1	-	1	-	1	-	-	-
	*	1%	*	-	1%	-	1%	-	1%	-	1%	-	-	-
Signal boost box provided	1	1	*	-	1	*	1	-	1	-	1	-	-	-
	*	*	*	-	1%	*	-	-	*	-	*	-	-	-
Dislike of other network e.g. Dislike Orange / Dislike T-Mobile	1	1	-	1	-	-	1	-	1	-	1	-	-	-
	*	*	-	1%	-	-	*	-	*	-	*	-	-	-
Other	17	10	7	2	10	4	11	5	13	4	15	1	1	*
	7%	7%	8%	3%	9%	9%	8%	6%	8%	6%	8%	8%	3%	3%
No major factors	7	5	2	3	3	1	2	5	2	4	6	-	-	*
	3%	3%	2%	5%	2%	1%	1%	8%	1%	7%	3%	-	-	2%
Net: any factor	224	133	91	65	109	50	144	80	161	63	181	19	18	7
	97%	97%	97%	95%	97%	99%	99%	94%	98%	93%	96%	100%	100%	98%
Net: Process 1	86	50	37	30	41	15	49	38	59	27	76	8	2	1
	37%	36%	39%	44%	36%	30%	33%	44%	36%	40%	40%	41%	8%	16%
Net: Process 2	154	88	66	44	75	36	99	55	110	44	126	15	8	5
	67%	64%	70%	64%	66%	71%	68%	65%	68%	65%	67%	79%	43%	79%
Net: Process 1 or 2	168	97	71	47	81	39	108	60	119	48	139	16	8	5
	73%	70%	76%	70%	72%	77%	73%	71%	73%	71%	74%	87%	43%	79%
Net: other than Process 1	224	132	92	65	110	50	144	80	161	63	181	19	18	7
	97%	96%	98%	95%	98%	98%	99%	94%	98%	93%	96%	100%	100%	98%
Net: other than Process 2	220	129	91	65	107	48	141	79	159	61	178	18	18	7
	95%	94%	96%	95%	95%	95%	96%	93%	97%	91%	95%	96%	100%	98%
Net: other than Process 1 or 2	219	129	90	64	107	48	140	79	158	61	177	18	18	7
	95%	94%	96%	94%	95%	94%	96%	93%	97%	90%	94%	96%	100%	98%
Mean number of mentions	6.99*	6.39	7.12	7.00*	6.50*	5.49	6.33	7.34	6.58	6.97	6.96	6.12	4.94	5.46

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 126
QA16a SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Current provider is still the best deal/cheapest	125	-	125	-	-	95	31	62	-	-	-	-	114	10
			54%			54%	54%	53%					83%	33%
Prefer to stay with trusted/ known provider	102	-	102	-	-	80	21	50	-	-	-	-	95	5
			44%			46%	37%	42%					49%	17%
There wasn't enough difference in cost to be worth switching	101	-	101	-	-	82	19	58	-	-	-	-	90	9
			44%			47%	34%	49%					46%	30%
Current provider has the best quality of service (e.g. network coverage)	99	-	99	-	-	74	25	48	-	-	-	-	92	7
			43%			43%	43%	41%					47%	22%
I negotiated/accepted a deal with my current provider	92	-	92	-	-	73	19	50	-	-	-	-	83	8
			40%			42%	33%	43%					42%	27%
Did not want to change my mobile number	88	-	88	-	-	78	10	46	-	-	-	-	75	13
			38%			45%	17%	39%					38%	41%
Worried service wouldn't be as good with new provider	80	-	80	-	-	57	24	37	-	-	-	-	71	7
			35%			33%	41%	31%					36%	24%
Didn't want to pay the upfront cost of the new handset	80	-	80	-	-	60	20	38	-	-	-	-	65	14
			35%			34%	36%	32%					33%	47%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	66	-	66	-	-	48	18	30	-	-	-	-	58	8
			29%			28%	31%	26%					29%	25%
Better handsets available with my current network/ didn't see any other handsets I liked	50	-	50	-	-	38	12	27	-	-	-	-	46	4
			22%			22%	21%	23%					23%	13%
I was still in a contract so couldn't leave/would need to pay to leave	49	-	49	-	-	34	15	27	-	-	-	-	40	8
			21%			20%	25%	23%					20%	28%
Didn't want to lose friends and family or other call discounts	44	-	44	-	-	33	11	29	-	-	-	-	40	4
			19%			19%	19%	24%					21%	13%
It's too time consuming to go through the process of switching from one provider to another	44	-	44	-	-	32	12	19	-	-	-	-	33	10
			19%			19%	20%	16%					17%	32%
Hassle to set up a new online account	41	-	41	-	-	28	13	20	-	-	-	-	36	5
			18%			16%	23%	17%					18%	15%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 126
QA16a SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Difficulty comparing what other providers were offering	40 17%	-	40 17%	-	-	32 18%	9 15%	20 17%	-	-	-	-	30 16%	9 31%T
I was worried I might not be able to use my mobile during the switch	39 17%	-	39 17%	-	-	31 18%	8 15%	23 19%	-	-	-	-	33 17%	6 20%
I was worried I might have to pay two providers at the same time	39 17%	-	39 17%	-	-	27 16%	11 19%	24 20%	-	-	-	-	30 16%	7 22%
Lack of choice	37 16%	-	37 16%	-	-	29 17%	8 15%	23 20%	-	-	-	-	27 14%	8 23%T
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	33 14%	-	33 14%	-	-	20 11%	14 24%T	20 17%	-	-	-	-	29 15%	5 16%
Bad experience switching other services previously	31 14%	-	31 14%	-	-	20 12%	11 19%	18 15%	-	-	-	-	26 13%	5 18%
Bad experience switching my mobile provider previously	31 14%	-	31 14%	-	-	24 14%	8 14%	19 16%	-	-	-	-	28 14%	4 12%
Handset is locked to current network and I don't want a new handset	28 12%	-	28 12%	-	-	19 11%	10 17%	15 13%	-	-	-	-	22 11%	5 17%
Not knowing what to do to switch	27 12%	-	27 12%	-	-	19 11%	8 14%	15 12%	-	-	-	-	21 11%	5 18%
Would take too long to research the market	26 11%	-	26 11%	-	-	21 12%	5 9%	15 13%	-	-	-	-	20 10%	6 19%
Difficulty when contacting my current provider	25 11%	-	25 11%	-	-	17 10%	9 15%	14 12%	-	-	-	-	18 9%	7 23%T
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	24 10%	-	24 10%	-	-	17 10%	7 13%	12 10%	-	-	-	-	17 9%	7 23%T
Customer service / Friendly / Easy to deal with / Poor customer service from other providers	9 4%	-	9 4%	-	-	6 3%	3 6%	6 5%	-	-	-	-	9 5%	* 1%
Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'	9 4%	-	9 4%	-	-	9 5%	* 5%	5 4%	-	-	-	-	8 4%	1 4%
Data allowance / Data package / Unlimited internet	4 2%	-	4 2%	-	-	4 2%	- -	2 2%	-	-	-	-	4 2%	- -

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 126
QA16a SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Base	231	231			174	58%	118					196	30%
Loyalty / Been with them for years/a long time	4	4			4		2					3	*
Freebies / Perks etc.	3	3			1		2					2	1
4g / 4g free / 4g offered as standard	2	2			2		*					2	
Market too confusing	2	2			2							2	
Local shop / Can go to local shop for help	1	1			1	*	1					1	
Can't afford to switch / Don't have the money to switch	1	1			1							1	
Discount	1	1			1		1					1	
Signal boost box provided	1	1			1		1					*	1
Dislike of other network e.g. Dislike Orange / Dislike T-Mobile	1	1			1							1	
Other	17	17			13	4%	8					14	2%
No major factors	7	7			3	4%	4					4	1%
Net: any factor	224	224			170	54%	114					191	29%
Net: Process 1	86	86			62	24%	44					65	19%
Net: Process 2	154	154			123	31%	81					132	21%
Net: Process 1 or 2	168	168			131	37%	87					141	25%
Net: other than Process 1	224	224			170	54%	114					192	29%
Net: other than Process 2	220	220			167	53%	111					188	29%
Net: other than Process 1 or 2	219	219			166	53%	111					187	28%

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 126
QA16a SUMMARY Major factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
6.69	-	6.69	-	-	6.65	6.82	6.91	-	-	-	-	6.72	6.55

Base
Mean number of mentions

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 127
QA16a SUMMARY Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Worried service wouldn't be as good with new provider	90	51	39	27	43	20	58	32	66	24	74	7	6	4
	39%	38%	41%	40%	38%	40%	40%	38%	41%	36%	39%	37%	33%	54%
Prefer to stay with trusted/ known provider	89	56	33	25	46	19	60	29	71	19	74	6	8	1
	33%	41%	36%	37%	41%	37%	41%	35%	43%	28%	39%	34%	44%	21%
It's too time consuming to go through the process of switching from one provider to another	87	52	35	29	40	19	52	35	60	27	72	8	5	3
	38%	38%	38%	42%	35%	37%	36%	41%	37%	40%	38%	42%	27%	43%
There wasn't enough difference in cost to be worth switching	79	48	31	26	38	15	45	34	53	26	67	6	4	1
	34%	35%	33%	38%	34%	30%	31%	40%	33%	38%	36%	35%	23%	16%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	78	52	26	25	38	16	46	32	54	24	69	5	2	2
	34%	38%	28%	36%	34%	31%	31%	38%	33%	35%	37%	25%	12%	28%
Current provider has the best quality of service (e.g. network coverage)	75	46	29	25	35	15	48	27	54	21	61	6	7	1
	32%	33%	31%	37%	31%	30%	33%	32%	33%	31%	32%	32%	39%	17%
I was worried I might not be able to use my mobile during the switch	74	44	30	26	37	11	43	31	54	20	64	5	3	1
	32%	32%	32%	37%	33%	22%	29%	36%	33%	29%	34%	28%	19%	17%
Hassle to set up a new online account	69	42	27	20	34	15	44	26	47	23	59	4	6	1
	30%	31%	29%	29%	30%	30%	30%	30%	29%	34%	31%	20%	33%	12%
Would take too long to research the market	68	38	31	25	28	16	43	26	47	22	61	4	3	1
	30%	28%	33%	36%	25%	32%	29%	30%	28%	32%	33%	21%	15%	9%
Difficulty comparing what other providers were offering	68	41	27	21	29	18	42	26	45	22	57	6	3	2
	29%	30%	28%	31%	26%	35%	28%	31%	28%	33%	30%	32%	15%	34%
Lack of choice	66	39	27	24	33	9	40	26	51	16	56	4	7	-
	29%	28%	29%	33%	29%	19%	27%	31%	31%	23%	30%	20%	39%	-
Didn't want to pay the upfront cost of the new handset	63	37	26	23	29	11	42	21	50	13	53	5	3	2
	27%	27%	27%	34%	26%	22%	28%	25%	30%	20%	28%	29%	19%	23%
Current provider is still the best deal/cheapest	62	38	24	20	34	8	40	21	46	16	53	6	1	1
	27%	27%	25%	29%	30%	16%	27%	25%	28%	23%	28%	34%	3%	17%
Not knowing what to do to switch	60	36	24	14	32	14	33	27	42	18	55	4	1	1
	26%	26%	26%	21%	28%	27%	23%	32%	26%	26%	29%	19%	3%	13%
Did not want to change my mobile number	57	31	26	23	24	11	35	22	40	17	46	4	6	1
	25%	22%	28%	31%	21%	21%	24%	27%	25%	25%	25%	23%	31%	17%
Better handsets available with my current network/ didn't see any other handsets I liked	56	31	24	22	27	7	31	24	40	16	47	5	2	2
	24%	23%	26%	32%	24%	13%	21%	29%	24%	23%	25%	25%	13%	24%

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 127
QA16a SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Didn't want to lose friends and family or other call discounts	48 21%	30 22%	19 20%	21 30% 	19 16%	9 18%	29 20%	19 22%	34 21%	14 21%	41 22%	4 21%	2 10%	2 30%
I negotiated/accepted a deal with my current provider	48 21%	29 21%	19 21%	19 28%	20 18%	9 17%	32 22%	16 19%	36 22%	12 18%	38 20%	4 21%	5 27%	1 15%
I was worried I might have to pay two providers at the same time	45 20%	26 19%	19 20%	15 22%	21 19%	9 18%	29 20%	16 19%	33 20%	12 18%	42 22%	3 14%	-	1 18%
Handset is locked to current network and I don't want a new handset	44 19%	28 21%	16 17%	16 23% 	23 21% 	5 11%	24 17%	20 24%	32 20%	12 18%	41 22%	3 17%	-	1 11%
Bad experience switching other services previously	44 19%	26 19%	18 19%	14 21%	21 19%	8 16%	25 17%	19 23%	32 20%	12 17%	40 21%	1 8%	2 10%	* 5%
Difficulty when contacting my current provider	43 19%	27 20%	16 17%	15 22%	22 20%	6 12%	23 15%	21 25% 	32 20%	11 16%	40 21%	2 12%	-	1 16%
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	37 16%	24 18%	12 13%	18 27% 	14 12%	5 9%	24 16%	13 15%	28 17%	9 13%	30 16%	5 28%	1 4%	1 17%
Bad experience switching my mobile provider previously	35 15%	20 15%	15 15%	14 20%	15 13%	6 11%	22 15%	13 15%	27 16%	8 12%	32 17%	3 14%	1 3%	-
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	35 15%	19 14%	15 16%	13 19%	16 14%	5 11%	21 14%	13 16%	27 17%	7 11%	31 16%	3 16%	-	1 10%
I was still in a contract so couldn't leave/would need to pay to leave	34 15%	23 17%	10 11%	14 21% 	15 14%	4 8%	21 14%	13 15%	26 16%	8 11%	27 14%	5 26%	2 11%	* 2%
Customer service / Friendly / Easy to deal with / Poor customer service from other providers	3 1%	2 1%	1 1%	2 3%	1 1%	* *	3 2%	-	2 1%	1 1%	3 2%	-	-	-
Freebies / Perks etc.	2 1%	2 1%	1 1%	1 2%	1 1%	1 1%	1 *	2 2%	1 1%	1 2%	2 1%	* 2%	-	-
Data allowance / Data package / Unlimited internet	2 1%	2 2%	-	* 1%	2 1%	-	1 1%	1 1%	2 1%	-	1 1%	1 3% 	-	-
Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'	2 1%	1 1%	1 1%	* *	1 1%	1 1%	2 1%	* *	1 1%	1 1%	1 *	1 6% 	-	-
Loyalty / Been with them for years/a long time	* *	* *	-	* 1%	-	-	* *	-	* *	-	* *	-	-	-
Local shop / Can go to local shop for help	* *	* *	-	-	-	* *	* *	-	* *	-	* *	-	-	-
Discount	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 127
QA16a SUMMARY Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Market too confusing	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4g / 4g free / 4g offered as standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike of other network e.g. Dislike Orange / Dislike T-Mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Signal boost box provided	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't afford to switch / Don't have the money to switch	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	3	1	*	1	2	2	2	3	1	3	*	-	*
	2%	2%	1%	*	1%	4%	1%	2%	2%	1%	2%	2%	-	3%
No minor factors	6	5	1	2	3	2	4	2	5	1	6	-	-	-
	3%	3%	1%	2%	2%	3%	3%	2%	3%	1%	3%	-	-	-
Net: any factor	225	133	92	67	109	49	142	83	158	67	182	19	18	7
	97%	97%	98%	98%	97%	97%	97%	98%	97%	99%	97%	100%	100%	100%
Net: Process 1	151	91	60	48	75	29	91	60	109	43	126	13	8	4
	66%	66%	64%	70%	66%	57%	62%	71%	66%	63%	67%	69%	46%	65%
Net: Process 2	137	80	57	43	66	29	81	56	97	40	112	12	10	3
	59%	58%	61%	62%	58%	57%	55%	66%	59%	59%	60%	63%	58%	41%
Net: Process 1 or 2	184	107	77	56	90	38	111	73	130	54	152	15	12	5
	80%	78%	81%	82%	80%	75%	76%	88%	80%	79%	81%	80%	67%	81%
Net: other than Process 1	223	131	93	66	109	49	142	81	158	66	180	19	18	7
	97%	95%	98%	96%	97%	97%	97%	96%	96%	97%	96%	100%	100%	100%
Net: other than Process 2	221	130	91	66	106	49	141	80	157	65	179	18	18	7
	96%	95%	97%	97%	95%	96%	96%	95%	96%	95%	95%	97%	100%	100%
Net: other than Process 1 or 2	217	126	91	65	105	47	139	78	155	62	175	17	18	7
	94%	92%	96%	96%	93%	93%	95%	92%	95%	92%	93%	94%	100%	100%
Mean number of mentions	6.96	7.12	6.73	8.07	6.72	5.98	6.73	7.35	7.17	6.46	7.35	6.48	4.33	4.72

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 127
QA16a SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Worried service wouldn't be as good with new provider	90	-	90	-	-	73	18	48	-	-	-	-	74	15
39%	39%	-	39%	-	-	42%	30%	40%	-	-	-	-	38%	49%
Prefer to stay with trusted/ known provider	89	-	89	-	-	67	23	52	-	-	-	-	74	14
39%	39%	-	39%	-	-	38%	39%	44%	-	-	-	-	38%	45%
It's too time consuming to go through the process of switching from one provider to another	87	-	87	-	-	63	24	45	-	-	-	-	74	12
38%	38%	-	38%	-	-	36%	42%	38%	-	-	-	-	38%	39%
There wasn't enough difference in cost to be worth switching	79	-	79	-	-	51	28	36	-	-	-	-	66	11
34%	34%	-	34%	-	-	29%	49%	30%	-	-	-	-	34%	36%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	78	-	78	-	-	59	19	45	-	-	-	-	63	13
34%	34%	-	34%	-	-	34%	33%	38%	-	-	-	-	32%	42%
Current provider has the best quality of service (e.g. network coverage)	75	-	75	-	-	58	17	43	-	-	-	-	65	8
32%	32%	-	32%	-	-	33%	30%	36%	-	-	-	-	33%	28%
I was worried I might not be able to use my mobile during the switch	74	-	74	-	-	55	19	38	-	-	-	-	59	12
32%	32%	-	32%	-	-	32%	32%	32%	-	-	-	-	30%	41%
Hassle to set up a new online account	69	-	69	-	-	49	21	39	-	-	-	-	55	13
30%	30%	-	30%	-	-	28%	36%	33%	-	-	-	-	28%	43%
Would take too long to research the market	68	-	68	-	-	44	24	36	-	-	-	-	52	13
30%	30%	-	30%	-	-	26%	42%	30%	-	-	-	-	27%	44%
Difficulty comparing what other providers were offering	68	-	68	-	-	46	22	31	-	-	-	-	54	11
29%	29%	-	29%	-	-	27%	37%	27%	-	-	-	-	28%	36%
Lack of choice	66	-	66	-	-	49	17	34	-	-	-	-	56	9
29%	29%	-	29%	-	-	28%	30%	29%	-	-	-	-	28%	31%
Didn't want to pay the upfront cost of the new handset	63	-	63	-	-	43	20	34	-	-	-	-	51	9
27%	27%	-	27%	-	-	25%	35%	29%	-	-	-	-	26%	29%
Current provider is still the best deal/cheapest	62	-	62	-	-	47	14	33	-	-	-	-	51	7
27%	27%	-	27%	-	-	27%	25%	28%	-	-	-	-	26%	24%
Not knowing what to do to switch	60	-	60	-	-	39	21	30	-	-	-	-	45	14
26%	26%	-	26%	-	-	23%	36%	26%	-	-	-	-	23%	46%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 127
QA16a SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Did not want to change my mobile number	57	-	57	-	-	36	21	29	-	-	-	-	44	12
Better handsets available with my current network/ didn't see any other handsets I liked	56	-	56	-	-	40	16	32	-	-	-	-	46	8
Didn't want to lose friends and family or other call discounts	48	-	48	-	-	33	15	23	-	-	-	-	39	7
I negotiated/accepted a deal with my current provider	48	-	48	-	-	36	12	30	-	-	-	-	41	6
I was worried I might have to pay two providers at the same time	45	-	45	-	-	34	11	24	-	-	-	-	36	8
Handset is locked to current network and I don't want a new handset	44	-	44	-	-	32	13	25	-	-	-	-	38	5
Bad experience switching other services previously	44	-	44	-	-	32	12	22	-	-	-	-	34	7
Difficulty when contacting my current provider	43	-	43	-	-	30	13	23	-	-	-	-	34	7
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	37	-	37	-	-	28	9	19	-	-	-	-	31	5
Bad experience switching my mobile provider previously	35	-	35	-	-	23	12	18	-	-	-	-	24	9
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	35	-	35	-	-	22	13	20	-	-	-	-	25	7
I was still in a contract so couldn't leave/would need to pay to leave	34	-	34	-	-	24	10	15	-	-	-	-	26	6
Customer service / Friendly / Easy to deal with / Poor customer service from other providers	3	-	3	-	-	1	2	2	-	-	-	-	2	*
Freebies / Perks etc.	2	-	2	-	-	2	-	2	-	-	-	-	2	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 127
QA16a SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Base	231	231			174	58	118					196	30
Data allowance / Data package / Unlimited internet	2 1%	2 1%	-	-	1 1%	1 2%	1 1%	-	-	-	-	1 1%	-
Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'	2 1%	2 1%	-	-	1 *	1 2%	2 1%	-	-	-	-	2 1%	*
Loyalty / Been with them for years/a long time	*	*	-	-	-	1%	*	-	-	-	-	*	-
Local shop / Can go to local shop for help	*	*	-	-	*	-	-	-	-	-	-	*	-
Discount	-	-	-	-	-	-	-	-	-	-	-	-	-
Market too confusing	-	-	-	-	-	-	-	-	-	-	-	-	-
4g / 4g free / 4g offered as standard	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike of other network e.g. Dislike Orange / Dislike T-Mobile	-	-	-	-	-	-	-	-	-	-	-	-	-
Signal boost box provided	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't afford to switch / Don't have the money to switch	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4 2%	4 2%	-	-	3 2%	* 2%	2 1%	-	-	-	-	3 2%	1 2%
No minor factors	6 3%	6 3%	-	-	5 3%	1 3%	3 2%	-	-	-	-	5 3%	* 2%
Net: any factor	225 97%	225 97%	-	-	168 97%	57 98%	116 98%	-	-	-	-	190 97%	30 98%
Net: Process 1	151 65%	151 65%	-	-	112 64%	40 69%	78 66%	-	-	-	-	124 63%	24 77%
Net: Process 2	137 59%	137 59%	-	-	101 58%	36 62%	74 63%	-	-	-	-	111 57%	24 70%
Net: Process 1 or 2	184 80%	184 80%	-	-	138 80%	46 80%	96 81%	-	-	-	-	153 78%	27 89%
Net: other than Process 1	223 97%	223 97%	-	-	168 96%	56 97%	115 97%	-	-	-	-	188 96%	30 98%
Net: other than Process 2	221 96%	221 96%	-	-	165 95%	56 97%	114 97%	-	-	-	-	187 95%	30 97%

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 127
QA16a SUMMARY Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	231	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*
Net: other than Process 1 or 2	217	217	-	-	163	54	113	-	-	-	-	183	29
	94%	94%	-	-	94%	95%	96%	-	-	-	-	93%	96%
Mean number of mentions	6.96	6.96	-	-	6.65	7.89	7.19	-	-	-	-	6.66	8.28

BDRC Continental/22052/V14

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Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 128
QA16a SUMMARY Major/ Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Prefer to stay with trusted/ known provider	191 83%	111 81%	80 85%	58 84%	90 80%	43 85%	123 84%	68 80%	136 83%	55 81%	155 82%	14 77%	17 93%	6 82%
Current provider is still the best deal/cheapest	187 81%	109 80%	78 83%	56 82%	91 81%	40 79%	119 81%	68 81%	134 82%	53 79%	151 80%	16 84%	15 82%	5 80%
There wasn't enough difference in cost to be worth switching	180 78%	106 77%	74 79%	54 79%	89 79%	38 75%	115 78%	65 77%	128 78%	53 78%	150 80%	14 75%	13 72%	4 60%
Current provider has the best quality of service (e.g. network coverage)	174 75%	104 76%	70 74%	55 80%	83 74%	37 72%	109 74%	65 77%	124 76%	51 75%	143 76%	14 73%	13 73%	5 72%
Worried service wouldn't be as good with new provider	171 74%	95 70%	75 80%	52 76%	82 79%	37 73%	109 74%	62 73%	123 75%	48 70%	140 74%	16 87%	11 60%	4 59%
Did not want to change my mobile number	145 63%	83 60%	63 67%	45 66%	67 60%	33 66%	90 62%	55 65%	101 62%	44 65%	123 65%	12 63%	6 36%	4 67%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	144 62%	88 64%	57 60%	48 70%	67 60%	29 58%	90 62%	54 64%	99 61%	45 67%	124 86%	9 48%	9 48%	3 49%
Didn't want to pay the upfront cost of the new handset	143 62%	84 61%	59 63%	43 63%	75 67%	26 50%	85 58%	59 69%	102 62%	41 61%	124 86%	9 47%	6 36%	4 57%
I negotiated/accepted a deal with my current provider	140 61%	82 60%	58 62%	46 67%	64 57%	30 59%	93 63%	47 56%	104 63%	36 54%	113 60%	12 63%	12 65%	4 57%
It's too time consuming to go through the process of switching from one provider to another	131 57%	76 55%	55 59%	42 61%	64 57%	26 51%	79 54%	52 61%	91 55%	41 60%	110 58%	11 62%	6 36%	3 51%
I was worried I might not be able to use my mobile during the switch	113 49%	66 48%	47 50%	40 58%	55 49%	18 36%	64 43%	49 68%	81 50%	32 47%	96 51%	10 55%	5 28%	2 25%
Hassle to set up a new online account	111 48%	66 48%	44 47%	38 56%	49 44%	23 46%	70 48%	41 48%	77 47%	34 50%	94 50%	8 41%	7 41%	1 17%
Difficulty comparing what other providers were offering	108 47%	66 48%	42 45%	35 51%	50 45%	23 45%	63 43%	45 53%	76 47%	32 47%	93 50%	7 38%	5 29%	2 37%
Better handsets available with my current network/ didn't see any other handsets I liked	106 48%	58 42%	48 51%	40 58%	52 47%	13 26%	64 44%	42 50%	78 48%	28 41%	88 47%	7 39%	8 42%	3 47%
Lack of choice	104 43%	60 44%	44 46%	37 54%	52 48%	15 29%	63 43%	41 48%	79 48%	25 37%	88 47%	7 40%	7 39%	1 16%

BDRc Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 128
QA16a SUMMARY Major/ Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Would take too long to research the market	95 41%	50 37%	45 47%	35 52%	40 36%	19 38%	58 40%	37 43%	67 41%	28 41%	84 45%	8 41%	3 15%	1 9%
Didn't want to lose friends and family or other call discounts	93 40%	56 41%	37 39%	36 55%	43 38%	14 28%	54 37%	38 45%	66 40%	27 40%	78 41%	9 47%	3 18%	3 40%
Not knowing what to do to switch	87 38%	49 36%	38 40%	27 40%	44 39%	16 31%	49 33%	38 45%	62 38%	25 37%	79 42%	5 28%	2 12%	1 19%
I was worried I might have to pay two providers at the same time	84 36%	49 35%	36 38%	33 49%	36 32%	15 30%	53 36%	31 37%	57 35%	27 40%	76 40%	6 34%	-	2 31%
I was still in a contract so couldn't leave/would need to pay to leave	82 35%	49 36%	34 36%	35 52%	39 35%	8 15%	49 34%	33 39%	60 37%	22 33%	70 37%	6 35%	5 25%	1 15%
Bad experience switching other services previously	75 33%	46 34%	29 31%	30 44%	35 31%	11 21%	42 29%	33 40%	55 34%	20 30%	69 37%	4 23%	2 10%	* 5%
Handset is locked to current network and I don't want a new handset	73 31%	42 30%	31 33%	27 39%	37 33%	9 18%	40 27%	33 39%	54 33%	19 28%	65 35%	6 33%	-	1 19%
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	70 30%	43 31%	27 29%	33 49%	29 25%	9 17%	42 29%	28 33%	54 33%	16 24%	60 32%	7 38%	2 10%	1 22%
Difficulty when contacting my current provider	69 30%	40 29%	29 30%	28 41%	32 38%	9 17%	37 25%	32 38%	51 31%	18 26%	63 33%	3 17%	2 8%	1 21%
Bad experience switching my mobile provider previously	66 29%	41 30%	26 27%	30 44%	28 25%	8 16%	38 26%	29 34%	50 31%	16 23%	61 32%	4 24%	1 3%	* 5%
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	59 25%	35 25%	24 26%	24 36%	27 24%	8 15%	32 22%	27 32%	42 26%	17 25%	53 28%	3 18%	2 8%	1 15%
Customer service / Friendly / Easy to deal with / Poor customer service from other providers	12 5%	6 4%	6 6%	5 7%	5 5%	2 4%	10 7%	2 3%	9 6%	3 4%	10 5%	1 3%	2 9%	* 6%
Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'	11 5%	5 4%	6 6%	2 2%	8 7%	1 2%	8 6%	3 4%	8 5%	3 5%	8 4%	1 6%	2 11%	* 3%
Data allowance / Data package / Unlimited internet	6 2%	5 3%	1 1%	3 4%	2 2%	1 2%	3 2%	2 3%	4 2%	2 3%	4 2%	1 8%	-	1 11%
Freebies / Perks etc.	6 2%	2 2%	3 3%	2 3%	3 3%	1 1%	4 2%	2 2%	4 2%	2 3%	3 2%	1 6%	2 9%	-
Loyalty / Been with them for years/a long time	4 2%	3 2%	2 2%	2 2%	2 2%	* *	3 2%	1 2%	3 2%	1 2%	4 2%	-	-	-

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 128
QA16a SUMMARY Major/ Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
4g / 4g free / 4g offered as standard	2 1%	2 1%	*	2 2%	-	*	1	1 1%	-	2 3%	2 1%	-	-	-
Local shop / Can go to local shop for help	2 1%	*	1 1%	-	1 1%	1 2%	*	1 1%	-	2 2%	2 1%	-	-	-
Market too confusing	2 1%	1 *	1 1%	-	1 1%	1 2%	1 1%	1 1%	2 1%	-	1 *	-	1 3%	-
Can't afford to switch / Don't have the money to switch	1 1%	-	1 1%	-	*	1 2%	*	1 1%	1 1%	*	1 *	-	1 3%	-
Discount	1 *	1 1%	*	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	-	-
Signal boost box provided	1 *	1 *	*	-	1 1%	*	1 *	-	1 *	-	1 *	-	-	-
Dislike of other network e.g. Dislike Orange / Dislike T-Mobile	1 *	1 *	-	1 1%	-	-	1 *	-	1 *	-	1 *	-	-	-
Other	19 8%	11 8%	8 8%	3 4%	10 9%	6 12%	12 8%	7 8%	14 9%	5 7%	16 9%	2 10%	1 3%	* 3%
No major/ minor factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: any factor	231 100%	137 100%	94 100%	68 100%	112 100%	51 100%	146 100%	85 100%	163 100%	68 100%	188 100%	19 100%	18 100%	7 100%
Net: Process 1	171 74%	101 74%	69 74%	53 79%	85 78%	33 64%	102 70%	69 81%	120 73%	51 76%	142 76%	14 77%	10 55%	4 65%
Net: Process 2	202 87%	118 86%	84 89%	60 88%	97 86%	46 90%	128 87%	74 87%	145 89%	57 84%	164 87%	17 91%	15 84%	6 85%
Net: Process 1 or 2	214 92%	127 92%	87 93%	64 94%	103 92%	47 92%	135 92%	79 93%	152 93%	62 91%	175 93%	18 96%	6 84%	6 91%
Net: other than Process 1	231 100%	137 100%	94 100%	68 100%	112 100%	51 100%	147 100%	85 100%	164 100%	68 100%	188 100%	19 100%	18 100%	7 100%
Net: other than Process 2	230 100%	136 99%	94 100%	68 100%	112 100%	50 99%	146 100%	84 99%	163 100%	67 99%	187 99%	19 100%	18 100%	7 100%
Net: other than Process 1 or 2	230 99%	136 99%	94 100%	68 100%	112 100%	50 99%	146 100%	84 99%	163 100%	67 99%	187 99%	19 100%	18 100%	7 100%
Mean number of mentions	13.38e	13.07	13.60	15.29Tde	12.98e	11.24	12.80	14.11	13.45	12.89	13.85	12.60	9.27	10.07

BDRc Continental/22052/V14

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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 128
QA16a SUMMARY Major/ Minor factor
Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Prefer to stay with trusted/ known provider	191	-	191	-	-	147	44	101	-	-	-	-	169	19
	83%um	-	83%	-	-	85%	77%	86%	-	-	-	-	80%um	62%
Current provider is still the best deal/cheapest	187	-	187	-	-	142	45	95	-	-	-	-	165	17
	81%um	-	81%	-	-	82%	79%	80%	-	-	-	-	85%um	57%
There wasn't enough difference in cost to be worth switching	180	-	180	-	-	133	48	94	-	-	-	-	157	20
	76%um	-	78%	-	-	76%	83%	79%	-	-	-	-	80%um	66%
Current provider has the best quality of service (e.g. network coverage)	174	-	174	-	-	132	42	91	-	-	-	-	157	15
	75%um	-	75%	-	-	76%	73%	77%	-	-	-	-	80%um	50%
Worried service wouldn't be as good with new provider	171	-	171	-	-	129	41	85	-	-	-	-	145	22
	74%	-	74%	-	-	75%	72%	71%	-	-	-	-	74%	73%
Did not want to change my mobile number	145	-	145	-	-	114	31	75	-	-	-	-	118	24
	63%	-	63%	-	-	66%	54%	63%	-	-	-	-	60%	79%um
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	144	-	144	-	-	107	37	76	-	-	-	-	121	21
	62%	-	62%	-	-	62%	64%	64%	-	-	-	-	62%	68%
Didn't want to pay the upfront cost of the new handset	143	-	143	-	-	103	41	72	-	-	-	-	116	23
	62%	-	62%	-	-	59%	70%	61%	-	-	-	-	59%	75%um
I negotiated/accepted a deal with my current provider	140	-	140	-	-	109	31	80	-	-	-	-	124	14
	61%	-	61%	-	-	63%	53%	68%	-	-	-	-	63%um	47%
It's too time consuming to go through the process of switching from one provider to another	131	-	131	-	-	95	36	65	-	-	-	-	107	22
	57%	-	57%	-	-	55%	63%	55%	-	-	-	-	55%	72%um
I was worried I might not be able to use my mobile during the switch	113	-	113	-	-	86	27	60	-	-	-	-	92	19
	49%	-	49%	-	-	50%	47%	51%	-	-	-	-	47%	61%
Hassle to set up a new online account	111	-	111	-	-	77	34	59	-	-	-	-	91	18
	48%	-	48%	-	-	44%	58%	50%	-	-	-	-	46%	59%
Difficulty comparing what other providers were offering	108	-	108	-	-	78	30	51	-	-	-	-	84	20
	47%	-	47%	-	-	45%	52%	43%	-	-	-	-	43%	67%um
Better handsets available with my current network/ didn't see any other handsets I liked	106	-	106	-	-	78	28	59	-	-	-	-	92	12
	46%	-	46%	-	-	45%	49%	50%	-	-	-	-	47%	38%

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 128
QA16a SUMMARY Major/ Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	231	-**	231	-**	-**	174	58*	118	-**	-**	-**	-**	196	30*
Lack of choice	104	-	104	-	-	78	26	58	-	-	-	-	82	17
	45%	-	45%	-	-	45%	44%	49%	-	-	-	-	42%	56%
Would take too long to research the market	95	-	95	-	-	66	29	51	-	-	-	-	73	19
	41%	-	41%	-	-	38%	51%	43%	-	-	-	-	37%	63%T
Didn't want to lose friends and family or other call discounts	93	-	93	-	-	66	26	51	-	-	-	-	79	11
	40%	-	40%	-	-	38%	46%	43%	-	-	-	-	41%	37%
Not knowing what to do to switch	87	-	87	-	-	58	29	45	-	-	-	-	66	19
	38%	-	38%	-	-	34%	50%	38%	-	-	-	-	34%	63%T
I was worried I might have to pay two providers at the same time	84	-	84	-	-	62	22	48	-	-	-	-	67	15
	36%	-	36%	-	-	35%	39%	40%	-	-	-	-	34%	48%T
I was still in a contract so couldn't leave/would need to pay to leave	82	-	82	-	-	58	25	42	-	-	-	-	66	14
	36%	-	36%	-	-	33%	43%	35%	-	-	-	-	34%	47%
Bad experience switching other services previously	75	-	75	-	-	53	23	40	-	-	-	-	60	12
	33%	-	33%	-	-	30%	39%	34%	-	-	-	-	31%	41%
Handset is locked to current network and I don't want a new handset	73	-	73	-	-	50	23	41	-	-	-	-	61	10
	31%	-	31%	-	-	29%	39%	34%	-	-	-	-	31%	32%
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	70	-	70	-	-	48	22	39	-	-	-	-	59	9
	30%	-	30%	-	-	28%	39%	33%	-	-	-	-	30%	31%
Difficulty when contacting my current provider	69	-	69	-	-	47	22	38	-	-	-	-	52	14
	30%	-	30%	-	-	27%	38%	32%	-	-	-	-	26%	44%T
Bad experience switching my mobile provider previously	66	-	66	-	-	47	19	37	-	-	-	-	51	12
	29%	-	29%	-	-	27%	34%	31%	-	-	-	-	26%	41%T
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	59	-	59	-	-	39	20	32	-	-	-	-	42	14
	25%	-	25%	-	-	22%	35%	27%	-	-	-	-	22%	46%T
Customer service / Friendly / Easy to deal with / Poor customer service from other providers	12	-	12	-	-	7	5	8	-	-	-	-	11	1
	5%	-	5%	-	-	4%	9%	7%	-	-	-	-	6%	3%
Ease / Convenience / Inertia / Fear of change / 'Better the devil you know'	11	-	11	-	-	9	2	6	-	-	-	-	10	2
	5%	-	5%	-	-	5%	3%	5%	-	-	-	-	5%	5%
Data allowance / Data package / Unlimited internet	6	-	6	-	-	5	1	3	-	-	-	-	5	-
	2%	-	2%	-	-	3%	2%	3%	-	-	-	-	2%	-

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 128
QA16a SUMMARY Major/ Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Freebies / Perks etc.	6	-	6	-	-	3	2	3	-	-	-	-	5	1
	2%	-	2%	-	-	2%	1%	3%	-	-	-	-	2%	3%
Loyalty / Been with them for years/a long time	4	-	4	-	-	4	*	2	-	-	-	-	4	*
	2%	-	2%	-	-	2%	1%	2%	-	-	-	-	2%	1%
4g / 4g free / 4g offered as standard	2	-	2	-	-	2	-	*	-	-	-	-	2	-
	1%	-	1%	-	-	1%	-	1%	-	-	-	-	1%	-
Local shop / Can go to local shop for help	2	-	2	-	-	1	*	1	-	-	-	-	2	-
	1%	-	1%	-	-	1%	*	1%	-	-	-	-	1%	-
Market too confusing	2	-	2	-	-	2	-	-	-	-	-	-	2	-
	1%	-	1%	-	-	1%	-	-	-	-	-	-	1%	-
Can't afford to switch / Don't have the money to switch	1	-	1	-	-	1	-	-	-	-	-	-	1	-
	1%	-	1%	-	-	1%	-	-	-	-	-	-	1%	-
Discount	1	-	1	-	-	1	-	1	-	-	-	-	1	-
	*	-	*	-	-	1%	-	1%	-	-	-	-	1%	-
Signal boost box provided	1	-	1	-	-	1	-	1	-	-	-	-	*	1
	*	-	*	-	-	*	-	1%	-	-	-	-	*	2%
Dislike of other network e.g. Dislike Orange / Dislike T-Mobile	1	-	1	-	-	1	-	-	-	-	-	-	1	-
	*	-	*	-	-	*	-	-	-	-	-	-	*	-
Other	19	-	19	-	-	15	4	9	-	-	-	-	16	3
	8%	-	8%	-	-	9%	7%	7%	-	-	-	-	8%	8%
No major/ minor factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: any factor	231	-	231	-	-	173	58	118	-	-	-	-	196	30
	100%	-	100%	-	-	100%	100%	100%	-	-	-	-	100%	99%
Net: Process 1	171	-	171	-	-	126	45	86	-	-	-	-	141	26
	74%	-	74%	-	-	73%	77%	72%	-	-	-	-	72%	85%
Net: Process 2	202	-	202	-	-	156	46	107	-	-	-	-	170	29
	87%	-	87%	-	-	90%	79%	90%	-	-	-	-	87%	95%
Net: Process 1 or 2	214	-	214	-	-	164	50	112	-	-	-	-	180	30
	92%	-	92%	-	-	95%	86%	94%	-	-	-	-	92%	98%
Net: other than Process 1	231	-	231	-	-	174	58	118	-	-	-	-	196	30
	100%	-	100%	-	-	100%	100%	100%	-	-	-	-	100%	100%
Net: other than Process 2	230	-	230	-	-	173	57	117	-	-	-	-	195	30
	100%	-	100%	-	-	100%	99%	99%	-	-	-	-	100%	100%
Net: other than Process 1 or 2	230	-	230	-	-	173	57	117	-	-	-	-	195	30
	99%	-	99%	-	-	100%	99%	99%	-	-	-	-	100%	99%

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 128
QA16a SUMMARY Major/ Minor factor

Which, if any, of the following were factors that made you decide to stay with your existing mobile provider?
Base: All considerers

Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
13.28	-	13.28	-	-	12.99	14.15	13.69	-	-	-	-	13.07	14.45

Base
Mean number of mentions

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 129
QA16a/b SUMMARY Overall major factor
Base: All considerers having at least one major factor

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	394	212	182	99	157	138	273	121	254	140	342	29	11	12
Base	183	109	74	54*	88	41*	116	67*	133	50*	150	14**	14**	5**
Effective Base	283	153	135	74	128	90	196	90	191	97	253	24	10	10
Current provider is still the best deal/cheapest	47	31	16	14	23	10	31	17	35	12	34	2	10	2
I negotiated/accepted a deal with my current provider	28	17	10	5	14	9	19	8	19	9	23	3	2	1
There wasn't enough difference in cost to be worth switching	12	8	4	1	6	5	10	2	9	3	10	*	1	*
Did not want to change my mobile number	12	9	3	2	4	5	5	7	8	4	10	1	-	*
Prefer to stay with trusted/known provider	11	4	7	5	5	1	8	3	8	3	8	1	2	*
Current provider has the best quality of service (e.g. network coverage)	11	6	4	3	5	3	7	4	7	3	9	1	-	-
Worried service wouldn't be as good with new provider	8	4	4	2	5	1	6	2	6	2	6	2	-	-
I was still in a contract so couldn't leave/would need to pay to leave	7	2	5	4	2	1	5	3	3	4	7	-	-	1
It's too time consuming to go through the process of switching from one provider to another	5	2	3	2	3	1	4	1	5	*	4	1	-	-
Didn't want to lose friends and family or other call discounts	5	4	1	1	4	*	3	2	4	1	4	1	-	*
Didn't want to pay the upfront cost of the new handset	5	2	2	1	3	*	4	1	4	*	5	-	-	-
Not knowing what to do to switch	4	3	1	1	2	*	2	1	2	1	3	*	-	-
I was worried I might not be able to use my mobile during the switch	3	2	1	1	2	1	1	2	3	-	3	-	-	-
Lack of choice	3	2	1	*	2	1	1	2	3	-	2	1	-	-
Bad experience switching my mobile provider previously	3	2	1	1	2	2	1	2	2	-	2	5	-	-
Handset is locked to current network and I don't want a new handset	3	1	2	-	2	*	2	*	2	*	3	-	-	-

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 129
QA16a/b SUMMARY Overall major factor
Base: All considerers having at least one major factor

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	183	109	74	54*	88	41*	116	67*	133	50*	150	14**	14**	5**
Bad experience switching other services previously	3 1%	2 2%	1 1%	2 3%	* 1%	* 1%	2 2%	* 1%	* 1%	2 4%	2 2%	* 2%	-	-
Hassle to set up a new online account	3 1%	1 1%	1 1%	2 4%	* *	* 1%	1 1%	1 2%	1 1%	1 2%	3 2%	-	-	-
Difficulty when contacting my current provider	2 1%	2 2%	1 1%	1 1%	1 2%	* 1%	1 1%	1 2%	2 1%	1 1%	2 2%	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	2 1%	1 1%	1 2%	1 2%	1 1%	-	1 1%	1 2%	2 2%	-	2 1%	-	-	-
I was worried I might have to pay two providers at the same time	2 1%	-	2 4%	* 1%	1 1%	* 1%	1 1%	* 1%	1 1%	1 1%	1 1%	1 4%	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	2 1%	1 1%	1 1%	-	1 1%	1 1%	1 1%	1 1%	1 1%	* 1%	2 1%	-	-	-
Would take too long to research the market	1 1%	1 1%	1 1%	1 1%	1 1%	-	-	1 2%	1 1%	-	1 1%	-	-	-
Difficulty comparing what other providers were offering	1 1%	* *	1 1%	* 1%	* *	1 2%	1 1%	1 1%	* *	1 2%	1 1%	-	-	-
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	1 1%	1 1%	* *	1 1%	-	* 1%	1 1%	-	1 1%	* 1%	1 1%	-	-	-
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	* *	- -	* *	* 1%	-	-	* *	-	* *	-	-	-	-	* 7%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1	14 8%	7 7%	7 9%	4 8%	7 8%	3 7%	8 7%	6 8%	12 9%	2 4%	12 8%	2 13%	-	-
Net: Process 2	48 26%	31 29%	17 23%	11 21%	23 26%	15 39%	29 25%	19 29%	34 26%	14 28%	42 28%	4 29%	2 11%	1 21%
Net: Process 1 or 2	62 34%	38 35%	24 32%	16 29%	29 33%	17 42%	37 32%	25 37%	46 35%	16 32%	54 36%	6 42%	2 11%	1 21%
Net: Other than Process 1	169 92%	102 93%	67 91%	49 92%	81 93%	38 93%	108 93%	61 92%	121 91%	48 96%	137 92%	12 87%	14 100%	5 100%
Net: Other than Process 2	134 74%	78 71%	57 77%	42 79%	65 74%	27 65%	87 75%	47 71%	99 74%	36 72%	108 72%	10 71%	12 89%	4 79%
Net: Other than Process 1 or 2	123 67%	72 66%	51 69%	41 76%	59 67%	24 58%	80 68%	44 66%	89 67%	34 68%	98 66%	8 58%	12 89%	4 79%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 129
QA16a/b SUMMARY Overall major factor
Base: All considerers having at least one major factor

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	394	-	394	-	310	84	208	-	-	-	-	331	59
Base	183	**	183	**	137	46*	95	**	**	**	**	157	24*
Effective Base	283	-	283	-	225	61	156	-	-	-	-	236	45
Current provider is still the best deal/cheapest	47	-	47	-	35	12	25	-	-	-	-	45	1
	26% ^m	-	26%	-	26%	27%	26%	-	-	-	-	29% ^m	5%
I negotiated/accepted a deal with my current provider	28	-	28	-	26	2	13	-	-	-	-	26	2
	15% ^m	-	15%	-	19%	5%	14%	-	-	-	-	17%	7%
There wasn't enough difference in cost to be worth switching	12	-	12	-	8	4	9	-	-	-	-	11	1
	7%	-	7%	-	6%	9%	10%	-	-	-	-	7%	6%
Did not want to change my mobile number	12	-	12	-	9	3	5	-	-	-	-	8	3
	6%	-	6%	-	7%	6%	5%	-	-	-	-	5%	13% ^m
Prefer to stay with trusted/known provider	11	-	11	-	8	4	3	-	-	-	-	11	*
	6%	-	6%	-	5%	8%	3%	-	-	-	-	7%	1%
Current provider has the best quality of service (e.g. network coverage)	11	-	11	-	10	1	5	-	-	-	-	10	1
	6%	-	6%	-	7%	2%	5%	-	-	-	-	6%	3%
Worried service wouldn't be as good with new provider	8	-	8	-	5	3	4	-	-	-	-	7	*
	4%	-	4%	-	4%	6%	4%	-	-	-	-	5%	2%
I was still in a contract so couldn't leave/would need to pay to leave	7	-	7	-	7	1	3	-	-	-	-	5	3
	4%	-	4%	-	5%	2%	3%	-	-	-	-	3%	11% ^m
It's too time consuming to go through the process of switching from one provider to another	5	-	5	-	5	1	4	-	-	-	-	3	2
	3%	-	3%	-	4%	1%	4%	-	-	-	-	2%	9% ^m
Didn't want to lose friends and family or other call discounts	5	-	5	-	2	3	4	-	-	-	-	4	1
	3%	-	3%	-	2%	6%	4%	-	-	-	-	3%	3%
Didn't want to pay the upfront cost of the new handset	5	-	5	-	3	2	2	-	-	-	-	4	1
	3%	-	3%	-	2%	4%	2%	-	-	-	-	3%	3%
Not knowing what to do to switch	4	-	4	-	2	1	2	-	-	-	-	3	*
	2%	-	2%	-	2%	3%	2%	-	-	-	-	2%	1%
I was worried I might not be able to use my mobile during the switch	3	-	3	-	2	1	3	-	-	-	-	2	1
	2%	-	2%	-	2%	2%	3%	-	-	-	-	1%	6%
Lack of choice	3	-	3	-	2	1	2	-	-	-	-	1	2
	2%	-	2%	-	2%	1%	2%	-	-	-	-	*	5% ^m
Bad experience switching my mobile provider previously	3	-	3	-	1	2	1	-	-	-	-	3	-
	1%	-	1%	-	1%	4%	1%	-	-	-	-	2%	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 129
QA16a/b SUMMARY Overall major factor
Base: All considerers having at least one major factor

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	183	-**	183	-**	-**	137	46*	95	-**	-**	-**	-**	157	24*
Handset is locked to current network and I don't want a new handset	3 1%	-	3 1%	-	-	1 1%	1 3%	2 2%	-	-	-	-	2 1%	1 4%
Bad experience switching other services previously	3 1%	-	3 1%	-	-	1 1%	2 3%	1 1%	-	-	-	-	2 1%	* 2%
Hassle to set up a new online account	3 1%	-	3 1%	-	-	1 1%	2 4%	1 2%	-	-	-	-	2 2%	* *
Difficulty when contacting my current provider	2 1%	-	2 1%	-	-	1 1%	1 2%	1 1%	-	-	-	-	1 1%	1 5%
Better handsets available with my current network/ didn't see any other handsets I liked	2 1%	-	2 1%	-	-	1 1%	1 1%	1 1%	-	-	-	-	2 1%	-
I was worried I might have to pay two providers at the same time	2 1%	-	2 1%	-	-	1 1%	1 2%	1 1%	-	-	-	-	1 *	1 4%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	2 1%	-	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	-
Would take too long to research the market	1 1%	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 *	1 2%
Difficulty comparing what other providers were offering	1 1%	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 1%	* 1%
I had difficulty getting the code I needed from my current provider (i.e. the PAC)	1 1%	-	1 1%	-	-	1 1%	-	* *	-	-	-	-	* *	1 2%
Didn't want to lose the content stored in the cloud service provided by my existing provider (e.g. O2 cloud service NOT)	* *	-	* *	-	-	* *	-	* *	-	-	-	-	* *	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1	14 8%	-	14 8%	-	-	10 7%	4 8%	9 10%	-	-	-	-	7 5%	7 27%
Net: Process 2	48 26%	-	48 26%	-	-	39 29%	9 20%	23 24%	-	-	-	-	42 27%	6 25%
Net: Process 1 or 2	62 34%	-	62 34%	-	-	49 36%	13 28%	33 34%	-	-	-	-	49 31%	13 51%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 129
QA16a/b SUMMARY Overall major factor
Base: All considerers having at least one major factor

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	183	-**	183	-**	-**	137	46*	95	-**	-**	-**	-**	157	24*
Net: Other than Process 1	169	-	169	-	-	126	43	86	-	-	-	-	149	18
	62%um	-	92%	-	-	93%	92%	90%	-	-	-	-	95%um	73%
Net: Other than Process 2	134	-	134	-	-	98	37	72	-	-	-	-	115	18
	74%	-	74%	-	-	71%	80%	76%	-	-	-	-	73%	75%
Net: Other than Process 1 or 2	123	-	123	-	-	88	35	64	-	-	-	-	110	12
	67%um	-	67%	-	-	65%	75%	67%	-	-	-	-	70%um	49%

BDRC Continental/22052/V14

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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 130
QA17a - PROCESS SUMMARY Major factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Process 1	2025	842	1182	807	663	555	1035	990	1034	991	1721	144	109	51
<i>Too much hassle to cancel my current service</i>	993	403	590	410	314	269	529	465	503	490	829	78	53	33
<i>It's too time consuming to go through the process of switching from one provider to another</i>	981	392	589	398	316	267	524	457	504	477	840	67	54	20
<i>Concerned about paying two providers at the same time</i>	975	423	552	373	316	286	454	521	487	488	835	59	48	33
<i>Concerned about having no service while switching to another provider</i>	883	339	544	379	286	218	434	449	457	426	748	55	50	30
Process 2	2078	881	1196	782	672	623	1056	1021	1071	1006	1782	137	111	48
<i>Did not want to lose my phone number</i>	1671	693	978	605	531	535	841	830	861	810	1433	116	87	35
<i>Handset is locked to current network</i>	647	263	384	281	215	150	312	335	348	299	552	41	41	13
<i>Don't know how to change provider/ switch</i>	337	136	200	152	101	84	189	148	169	168	280	28	19	10
<i>Bad experience when switching my mobile provider previously</i>	314	139	175	178	96	40	152	162	168	146	264	19	21	10
Other than Process 1 or 2	3966	1844	2121	1358	1322	1286	2026	1940	2006	1960	3354	306	204	102
<i>Prefer to stay with trusted/ known provider</i>	2368	1032	1336	789	733	846	1150	1218	1106	1262	2001	183	127	57
<i>Current provider is still the best deal/ cheapest</i>	2155	985	1170	708	728	719	1056	1098	1054	1100	1825	158	112	59
<i>Current provider has the best quality of service (e.g. network coverage)</i>	2001	909	1093	673	636	692	973	1029	979	1023	1672	149	122	58
<i>There's not enough difference in cost to be worth switching</i>	1481	658	823	547	466	468	735	746	751	730	1284	97	73	27
<i>Worried service wouldn't be as good with new provider</i>	1470	606	864	540	466	464	709	761	740	730	1249	108	74	39

BDRC Continental/22052/V14

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* small base

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 130
QA17a - PROCESS SUMMARY Major factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
<i>Didn't want to pay the upfront cost of the new handset and don't want a new handset</i>	1378	644	734	467	433	478	674	704	664	713	1154	97	90	37
	31%	30%	31%	31%	28%	33%	30%	31%	29%	32%	30%	27%	30%	33%
<i>Need to wait until the end of my contract/ until I can switch without paying a penalty</i>	1101	421	679	497	389	214	588	513	644	457	947	80	43	31
	24%	20%	29%	33%	28%	15%	26%	23%	28%	20%	25%	22%	18%	28%
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	1070	489	581	416	346	307	592	478	558	511	905	78	60	27
	24%	23%	25%	27%	23%	21%	26%	21%	24%	23%	24%	22%	26%	24%
<i>Don't want to go through the hassle of setting up a new online account</i>	1031	472	559	368	322	341	520	511	511	520	875	67	60	28
	23%	22%	24%	24%	21%	23%	23%	23%	22%	23%	23%	19%	26%	25%
<i>It's difficult to compare the services available from different providers</i>	900	407	493	333	255	312	489	411	432	468	749	69	57	25
	20%	19%	21%	22%	17%	21%	22%	18%	19%	21%	20%	20%	25%	22%
<i>It's too time-consuming to find a better deal</i>	900	359	541	357	280	264	461	439	453	447	752	67	52	29
	20%	17%	23%	23%	18%	18%	20%	19%	20%	20%	20%	19%	22%	27%
<i>Don't want to lose friends and family or other call discounts</i>	732	307	425	302	216	215	347	385	362	371	608	53	40	30
	16%	14%	18%	20%	14%	15%	15%	17%	16%	17%	16%	15%	17%	28%
<i>No other provider has reception/ coverage in my area</i>	661	279	382	272	193	196	306	355	323	337	541	51	49	20
	15%	13%	16%	18%	13%	13%	14%	16%	14%	15%	14%	14%	21%	18%
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	626	249	377	307	192	127	277	349	328	298	527	45	35	20
	14%	12%	16%	20%	13%	9%	12%	15%	14%	13%	14%	13%	15%	18%
<i>Just haven't had time/ haven't got around to it yet</i>	626	254	371	270	220	135	338	288	364	261	519	54	40	12
	14%	12%	16%	18%	14%	9%	15%	13%	16%	12%	14%	15%	17%	11%
<i>Lack of choice</i>	412	174	239	220	123	69	184	229	226	186	348	20	28	16
	9%	8%	10%	14%	8%	5%	8%	10%	10%	8%	9%	6%	12%	15%
<i>Bad experience switching other services previously</i>	352	159	194	204	93	56	170	182	187	165	301	21	23	8
	8%	7%	8%	13%	6%	4%	8%	8%	8%	7%	8%	6%	10%	7%
<i>Any other factors</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	6.43	5.94	6.86	7.23	6.12	5.90	6.32	6.55	6.43	6.43	6.42	6.03	7.06	6.89

BDRC Continental/22052/V14

Prepared by BDRC Continental
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 130
QA17a - PROCESS SUMMARY Major factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-	-
Process 1	2025	-	-	-	-	-	-	-	-	-	-	-	-	-
45%	993	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to cancel my current service	22%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	981	-	-	-	-	-	-	-	-	-	-	-	-	-
22%	975	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about paying two providers at the same time	22%	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about having no service while switching to another provider	883	-	-	-	-	-	-	-	-	-	-	-	-	-
20%	2078	-	-	-	-	-	-	-	-	-	-	-	-	-
Process 2	46%	-	-	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	1671	-	-	-	-	-	-	-	-	-	-	-	-	-
37%	647	-	-	-	-	-	-	-	-	-	-	-	-	-
Handset is locked to current network	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know how to change provider/ switch	337	-	-	-	-	-	-	-	-	-	-	-	-	-
7%	314	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching my mobile provider previously	7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other than Process 1 or 2	3966	-	-	-	-	-	-	-	-	-	-	-	-	-
88%	2368	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with trusted/ known provider	52%	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	2155	-	-	-	-	-	-	-	-	-	-	-	-	-
48%	2001	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service (e.g. network coverage)	44%	-	-	-	-	-	-	-	-	-	-	-	-	-
There's not enough difference in cost to be worth switching	1481	-	-	-	-	-	-	-	-	-	-	-	-	-
33%														

BDRc Continental/22052/V14

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Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 130
QA17a - PROCESS SUMMARY Major factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Worried service wouldn't be as good with new provider	1470 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the upfront cost of the new handset and don't want a new handset	1378 31%	-	-	-	-	-	-	-	-	-	-	-	-	-
Need to wait until the end of my contract/ until I can switch without paying a penalty	1101 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	1070 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to go through the hassle of setting up a new online account	1031 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's difficult to compare the services available from different providers	900 20%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time-consuming to find a better deal	900 20%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to lose friends and family or other call discounts	732 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
No other provider has reception/ coverage in my area	661 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	626 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Just haven't had time/ haven't got around to it yet	626 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	412 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience switching other services previously	352 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 130
QA17a - PROCESS SUMMARY Major factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
4512	**	**	**	**	**	**	**	**	**	**	**	**	**
6.43	-	-	-	-	-	-	-	-	-	-	-	-	-

Base
Mean number of mentions

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 131
QA17a - PROCESS SUMMARY Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1586	1666	2762	258	168	71
Process 1	2814	1310	1504	1112	916	785	1466	1347	1519	1294	2398	217	135	63
	62% ^{col}	61%	64%	73% ^{Tde}	60% ^{col}	54%	85% ^{col}	60%	87% ^T	58%	63%	61%	59%	57%
<i>It's too time consuming to go through the process of switching from one provider to another</i>	1510	704	806	594	499	417	768	742	840	670	1296	111	69	33
	33% ^{col}	33%	34%	38% ^{Tde}	33% ^{col}	29%	34%	33%	37% ^T	30%	34%	31%	30%	30%
<i>Too much hassle to cancel my current service</i>	1433	686	747	562	494	377	751	682	833	600	1254	98	57	24
	32% ^{col}	32%	32%	37% ^{Tde}	32% ^{col}	26%	33%	30%	37% ^T	27%	33% ^{col}	28%	25%	22%
<i>Concerned about having no service while switching to another provider</i>	1339	656	683	545	448	346	692	647	757	582	1162	91	59	26
	30% ^{col}	31%	29%	36% ^{Tde}	32% ^{col}	24%	31%	29%	33% ^T	26%	30%	26%	26%	24%
<i>Concerned about paying two providers at the same time</i>	1127	533	595	474	365	288	597	531	628	499	959	87	58	23
	25% ^{col}	25%	25%	31% ^{Tde}	24% ^{col}	20%	26%	24%	28% ^{col}	22%	25%	25%	25%	21%
Process 2	2292	1066	1226	929	753	609	1143	1149	1216	1076	1958	172	111	51
	51% ^{col}	50%	52%	51% ^{Tde}	49% ^{col}	42%	51%	51%	53% ^{col}	48%	51%	49%	48%	46%
<i>Did not want to lose my phone number</i>	1216	581	635	466	426	324	595	621	643	573	1035	94	57	30
	27% ^{col}	27%	27%	30% ^{col}	28% ^{col}	22%	26%	28%	28% ^{col}	26%	27%	27%	25%	27%
<i>Handset is locked to current network</i>	994	451	543	453	332	209	480	514	560	434	856	76	43	19
	22% ^{col}	21%	23%	30% ^{Tde}	22% ^{col}	14%	21%	23%	25% ^T	19%	22%	21%	19%	17%
<i>Don't know how to change provider/ switch</i>	811	376	435	358	242	212	399	412	447	364	691	66	38	17
	18% ^{col}	18%	18%	25% ^{Tde}	16% ^{col}	15%	18%	18%	20% ^{col}	16%	18%	19%	16%	15%
<i>Bad experience when switching my mobile provider previously</i>	649	280	369	336	214	99	280	369	367	282	566	31	39	12
	14% ^{col}	13%	16% ^{col}	22% ^{Tde}	14% ^{col}	7%	12%	16% ^{col}	16% ^{col}	13%	15% ^{col}	9%	17% ^{col}	11%
Other than Process 1 or 2	3939	1865	2074	1397	1304	1238	2019	1921	2033	1906	3342	302	197	98
	87% ^{col}	87%	88%	31% ^{Tde}	86% ^{col}	85%	89% ^{Tde}	85%	89% ^{col}	85%	88%	85%	85%	88%
<i>There's not enough difference in cost to be worth switching</i>	1652	822	831	578	570	503	853	800	882	770	1388	138	83	44
	37% ^{col}	38%	35%	38%	37%	35%	38%	35%	39% ^{col}	35%	36%	39%	36%	40%
<i>Worried service wouldn't be as good with new provider</i>	1585	784	801	583	558	445	814	771	855	730	1332	125	87	41
	35% ^{col}	37%	34%	38% ^{col}	37% ^{col}	30%	36%	34%	37% ^{col}	33%	35%	35%	37%	38%
<i>It's too time-consuming to find a better deal</i>	1584	774	810	626	522	435	824	759	896	687	1368	118	72	26
	35% ^{col}	36%	34%	41% ^{Tde}	34% ^{col}	30%	37%	34%	39% ^T	31%	36% ^{col}	33%	31%	23%
<i>It's difficult to compare the services available from different providers</i>	1582	745	837	565	544	474	821	762	869	713	1356	118	76	33
	35% ^{col}	35%	35%	37% ^{col}	36% ^{col}	32%	36%	34%	38% ^T	32%	36%	33%	33%	30%
<i>Don't want to go through the hassle of setting up a new online account</i>	1388	660	728	583	439	366	727	661	774	615	1206	91	69	22
	31% ^{col}	31%	31%	38% ^{Tde}	29% ^{col}	25%	32%	29%	34% ^T	28%	32% ^{col}	26%	30%	20%

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 131
QA17a - PROCESS SUMMARY Minor factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
<i>Prefer to stay with trusted/ known provider</i>	1380	708	672	521	495	365	718	662	769	611	1178	107	58	37
	31% ^{ab}	32% ^{ab}	28% ^{ab}	34% ^{ab}	32% ^{ab}	25% ^{ab}	32% ^{ab}	29% ^{ab}	34% ^{ab}	27% ^{ab}	31% ^{ab}	30% ^{ab}	25% ^{ab}	34% ^{ab}
<i>Current provider has the best quality of service (e.g. network coverage)</i>	1367	649	718	508	472	386	702	665	718	649	1173	102	61	31
	30% ^{ab}	30% ^{ab}	30% ^{ab}	33% ^{ab}	31% ^{ab}	26% ^{ab}	31% ^{ab}	29% ^{ab}	31% ^{ab}	29% ^{ab}	31% ^{ab}	29% ^{ab}	26% ^{ab}	28% ^{ab}
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	1341	598	743	557	439	344	693	648	747	594	1159	90	60	32
	30% ^{ab}	28% ^{ab}	31% ^{ab}	36% ^{ab}	29% ^{ab}	24% ^{ab}	31% ^{ab}	29% ^{ab}	33% ^{ab}	27% ^{ab}	30% ^{ab}	25% ^{ab}	26% ^{ab}	29% ^{ab}
<i>Current provider is still the best deal/ cheapest</i>	1337	653	684	502	453	382	674	663	721	615	1138	99	68	32
	30% ^{ab}	30% ^{ab}	29% ^{ab}	33% ^{ab}	30% ^{ab}	26% ^{ab}	30% ^{ab}	29% ^{ab}	32% ^{ab}	28% ^{ab}	30% ^{ab}	28% ^{ab}	30% ^{ab}	29% ^{ab}
<i>Didn't want to pay the upfront cost of the new handset and don't want a new handset</i>	1207	549	657	505	404	297	585	621	661	546	1041	91	47	27
	27% ^{ab}	26% ^{ab}	28% ^{ab}	33% ^{ab}	27% ^{ab}	20% ^{ab}	26% ^{ab}	28% ^{ab}	29% ^{ab}	24% ^{ab}	27% ^{ab}	26% ^{ab}	20% ^{ab}	24% ^{ab}
<i>Just haven't had time/ haven't got around to it yet</i>	1182	559	623	507	381	293	631	551	689	493	1027	71	50	34
	26% ^{ab}	26% ^{ab}	26% ^{ab}	33% ^{ab}	28% ^{ab}	20% ^{ab}	28% ^{ab}	24% ^{ab}	30% ^{ab}	22% ^{ab}	27% ^{ab}	20% ^{ab}	22% ^{ab}	30% ^{ab}
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	1092	517	575	472	361	259	553	539	613	479	930	86	51	25
	24% ^{ab}	24% ^{ab}	24% ^{ab}	31% ^{ab}	24% ^{ab}	18% ^{ab}	25% ^{ab}	24% ^{ab}	27% ^{ab}	21% ^{ab}	24% ^{ab}	24% ^{ab}	22% ^{ab}	23% ^{ab}
<i>Lack of choice</i>	1079	483	596	464	364	251	517	562	605	475	913	80	61	26
	24% ^{ab}	23% ^{ab}	25% ^{ab}	30% ^{ab}	24% ^{ab}	17% ^{ab}	23% ^{ab}	25% ^{ab}	27% ^{ab}	21% ^{ab}	24% ^{ab}	23% ^{ab}	26% ^{ab}	24% ^{ab}
<i>Don't want to lose friends and family or other call discounts</i>	1024	484	540	415	351	258	496	527	555	468	882	68	50	23
	23% ^{ab}	23% ^{ab}	23% ^{ab}	27% ^{ab}	23% ^{ab}	18% ^{ab}	22% ^{ab}	23% ^{ab}	24% ^{ab}	21% ^{ab}	23% ^{ab}	19% ^{ab}	22% ^{ab}	21% ^{ab}
<i>No other provider has reception/ coverage in my area</i>	950	411	539	417	302	231	447	502	532	418	790	76	57	27
	21% ^{ab}	19% ^{ab}	23% ^{ab}	27% ^{ab}	20% ^{ab}	16% ^{ab}	20% ^{ab}	22% ^{ab}	23% ^{ab}	19% ^{ab}	21% ^{ab}	22% ^{ab}	24% ^{ab}	25% ^{ab}
<i>Need to wait until the end of my contract/ until I can switch without paying a penalty</i>	855	387	468	401	276	177	417	438	490	365	727	67	43	17
	19% ^{ab}	18% ^{ab}	20% ^{ab}	26% ^{ab}	18% ^{ab}	12% ^{ab}	18% ^{ab}	19% ^{ab}	21% ^{ab}	16% ^{ab}	19% ^{ab}	19% ^{ab}	19% ^{ab}	16% ^{ab}
<i>Bad experience switching other services previously</i>	707	325	382	345	238	124	330	377	392	315	611	42	41	12
	16% ^{ab}	15% ^{ab}	16% ^{ab}	23% ^{ab}	16% ^{ab}	8% ^{ab}	15% ^{ab}	17% ^{ab}	17% ^{ab}	14% ^{ab}	16% ^{ab}	12% ^{ab}	18% ^{ab}	11% ^{ab}
<i>Any other factors</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	7.50 ^{ab}	7.53	7.47	8.60 ^{ab}	7.57 ^{ab}	6.18	7.41	7.59	8.08 ^{ab}	6.89	7.56	7.22	7.20	6.78

BDRC Continental/22052/V14

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 131
QA17a - PROCESS SUMMARY Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-	-
Process 1	2814	-	-	-	-	-	-	-	-	-	-	-	-	-
62%	1510	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's too time consuming to go through the process of switching from one provider to another</i>	33%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Too much hassle to cancel my current service</i>	1433	-	-	-	-	-	-	-	-	-	-	-	-	-
32%	1339	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Concerned about having no service while switching to another provider</i>	30%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Concerned about paying two providers at the same time</i>	1127	-	-	-	-	-	-	-	-	-	-	-	-	-
25%	2292	-	-	-	-	-	-	-	-	-	-	-	-	-
Process 2	51%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Did not want to lose my phone number</i>	1216	-	-	-	-	-	-	-	-	-	-	-	-	-
27%	994	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Handset is locked to current network</i>	22%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Don't know how to change provider/ switch</i>	811	-	-	-	-	-	-	-	-	-	-	-	-	-
18%	649	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Bad experience when switching my mobile provider previously</i>	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other than Process 1 or 2	3939	-	-	-	-	-	-	-	-	-	-	-	-	-
87%	1652	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>There's not enough difference in cost to be worth switching</i>	37%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Worried service wouldn't be as good with new provider</i>	1585	-	-	-	-	-	-	-	-	-	-	-	-	-
35%	1584	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's too time-consuming to find a better deal</i>	35%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's difficult to compare the services available from different providers</i>	1582	-	-	-	-	-	-	-	-	-	-	-	-	-
35%		-	-	-	-	-	-	-	-	-	-	-	-	-

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Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
<i>Don't want to go through the hassle of setting up a new online account</i>	1388 31%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Prefer to stay with trusted/ known provider</i>	1380 31%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Current provider has the best quality of service (e.g. network coverage)</i>	1367 30%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	1341 30%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Current provider is still the best deal/ cheapest</i>	1337 30%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Didn't want to pay the upfront cost of the new handset and don't want a new handset</i>	1207 27%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Just haven't had time/ haven't got around to it yet</i>	1182 26%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	1092 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Lack of choice</i>	1079 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Don't want to lose friends and family or other call discounts</i>	1024 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>No other provider has reception/ coverage in my area</i>	950 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Need to wait until the end of my contract/ until I can switch without paying a penalty</i>	855 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Bad experience switching other services previously</i>	707 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Any other factors</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	7.50	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 132
QA17a - PROCESS SUMMARY Major/ Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1586	1666	2762	258	168	71
Process 1	3458	1582	1875	1312	1139	1007	1758	1700	1816	1642	2948	256	171	82
<i>It's too time consuming to go through the process of switching from one provider to another</i>	2491	1096	1395	992	815	684	1292	1199	1345	1146	2135	178	124	54
<i>Too much hassle to cancel my current service</i>	2427	1090	1337	972	809	646	1280	1147	1336	1090	2083	176	110	58
<i>Concerned about having no service while switching to another provider</i>	2222	995	1227	924	734	564	1126	1095	1214	1007	1911	145	110	56
<i>Concerned about paying two providers at the same time</i>	2102	956	1147	847	681	574	1051	1052	1115	987	1794	146	106	56
Process 2	3369	1510	1859	1275	1107	988	1695	1674	1748	1622	2878	246	167	78
<i>Did not want to lose my phone number</i>	2887	1274	1613	1071	957	859	1436	1451	1503	1384	2469	210	144	65
<i>Handset is locked to current network</i>	1641	714	926	734	547	359	792	848	908	733	1408	117	83	32
<i>Don't know how to change provider/ switch</i>	1148	513	635	510	342	295	588	560	616	532	970	94	57	27
<i>Bad experience when switching my mobile provider previously</i>	963	419	544	514	310	139	432	531	535	428	831	50	61	22
Other than Process 1 or 2	4339	2054	2285	1481	1460	1397	2185	2154	2198	2141	3677	334	222	105
<i>Prefer to stay with trusted/ known provider</i>	3748	1740	2008	1310	1227	1211	1868	1880	1876	1872	3179	291	184	94
<i>Current provider is still the best deal/ cheapest</i>	3491	1638	1854	1210	1181	1101	1730	1762	1776	1716	2963	257	180	92
<i>Current provider has the best quality of service (e.g. network coverage)</i>	3368	1558	1810	1182	1108	1079	1675	1693	1697	1671	2845	251	183	90
<i>There's not enough difference in cost to be worth switching</i>	3133	1480	1654	1125	1037	971	1588	1546	1633	1501	2672	235	155	71
<i>Worried service wouldn't be as good with new provider</i>	3055	1390	1665	1123	1024	908	1523	1532	1595	1460	2581	234	161	80

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 132
QA17a - PROCESS SUMMARY Major/ Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
<i>Didn't want to pay the upfront cost of the new handset and don't want a new handset</i>	2584	1193	1391	971	838	775	1260	1325	1325	1259	2195	188	137	64
	57%	56%	59%	64%Tde	55%	53%	56%	59%	58%	56%	58%	53%	59%	58%
<i>It's too time-consuming to find a better deal</i>	2484	1133	1351	983	802	699	1285	1199	1350	1134	2120	185	124	55
	55%	53%	57%	64%Tde	53%	48%	57%	53%	59%	51%	56%	52%	53%	50%
<i>It's difficult to compare the services available from different providers</i>	2483	1152	1330	898	799	785	1310	1173	1301	1182	2106	187	133	57
	55%	54%	56%	59%Tde	52%	54%	58%Tde	52%	57%	53%	55%	53%	57%	52%
<i>Don't want to go through the hassle of setting up a new online account</i>	2419	1132	1287	951	761	707	1247	1172	1284	1135	2081	159	130	50
	54%Tde	53%	54%	62%Tde	50%	48%	55%	52%	50%	51%	55%	45%	56%	45%
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	2411	1087	1324	974	785	652	1285	1126	1306	1105	2064	169	120	59
	53%Tde	51%	56%	64%Tde	52%	45%	57%Tde	50%	57%	50%	54%	48%	52%	53%
<i>Need to wait until the end of my contract/ until I can switch without paying a penalty</i>	1955	808	1148	899	666	391	1005	951	1133	822	1675	147	85	48
	43%Tde	38%	48%Tde	59%Tde	44%	27%	45%	42%	50%	37%	44%	42%	37%	44%
<i>Just haven't had time/ haven't got around to it yet</i>	1807	813	994	777	602	428	968	839	1053	754	1546	125	90	45
	40%Tde	38%	42%	51%Tde	40%	29%	43%Tde	37%	46%	34%	41%	35%	39%	41%
<i>Don't want to lose friends and family or other call discounts</i>	1756	791	965	716	567	472	843	913	917	839	1490	121	90	54
	39%	37%	41%	47%Tde	37%	32%	37%	40%	40%	38%	39%	34%	39%	40%
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	1718	766	951	779	552	386	830	888	941	777	1456	131	86	45
	38%Tde	36%	40%	51%Tde	36%	26%	37%	39%	41%	35%	38%	37%	37%	41%
<i>No other provider has reception/ coverage in my area</i>	1611	689	921	689	495	427	753	858	855	756	1331	127	106	47
	36%Tde	32%	39%Tde	45%Tde	33%	29%	33%	38%	37%	34%	35%	36%	46%Tde	43%
<i>Lack of choice</i>	1492	657	835	683	488	320	701	791	831	661	1261	100	89	42
	33%Tde	31%	35%	45%Tde	32%	22%	31%	35%	36%	30%	33%	28%	38%	38%
<i>Bad experience switching other services previously</i>	1059	483	576	549	331	179	500	559	579	480	912	63	64	21
	23%Tde	23%	24%	36%Tde	22%	12%	22%	25%	29%	22%	24%	18%	27%	19%
<i>Any other factors</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	12.97	12.41	13.46	15.10	12.61	11.10	12.95	12.98	13.63	12.28	13.03	12.22	13.03	13.11

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 132
QA17a - PROCESS SUMMARY Major/ Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
Process 1	3458	-	-	-	-	-	-	-	-	-	-	-	-
	77%	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's too time consuming to go through the process of switching from one provider to another</i>	2491	-	-	-	-	-	-	-	-	-	-	-	-
	55%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Too much hassle to cancel my current service</i>	2427	-	-	-	-	-	-	-	-	-	-	-	-
	54%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Concerned about having no service while switching to another provider</i>	2222	-	-	-	-	-	-	-	-	-	-	-	-
	49%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Concerned about paying two providers at the same time</i>	2102	-	-	-	-	-	-	-	-	-	-	-	-
	47%	-	-	-	-	-	-	-	-	-	-	-	-
Process 2	3369	-	-	-	-	-	-	-	-	-	-	-	-
	75%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Did not want to lose my phone number</i>	2887	-	-	-	-	-	-	-	-	-	-	-	-
	64%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Handset is locked to current network</i>	1641	-	-	-	-	-	-	-	-	-	-	-	-
	36%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Don't know how to change provider/ switch</i>	1148	-	-	-	-	-	-	-	-	-	-	-	-
	25%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Bad experience when switching my mobile provider previously</i>	963	-	-	-	-	-	-	-	-	-	-	-	-
	21%	-	-	-	-	-	-	-	-	-	-	-	-
Other than Process 1 or 2	4339	-	-	-	-	-	-	-	-	-	-	-	-
	96%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Prefer to stay with trusted/ known provider</i>	3748	-	-	-	-	-	-	-	-	-	-	-	-
	83%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Current provider is still the best deal/ cheapest</i>	3491	-	-	-	-	-	-	-	-	-	-	-	-
	77%	-	-	-	-	-	-	-	-	-	-	-	-
<i>Current provider has the best quality of service (e.g. network coverage)</i>	3368	-	-	-	-	-	-	-	-	-	-	-	-
	75%	-	-	-	-	-	-	-	-	-	-	-	-
<i>There's not enough difference in cost to be worth switching</i>	3133	-	-	-	-	-	-	-	-	-	-	-	-
	69%	-	-	-	-	-	-	-	-	-	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 132
QA17a - PROCESS SUMMARY Major/ Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Worried service wouldn't be as good with new provider	3055 68%	-	-	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the upfront cost of the new handset and don't want a new handset	2584 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time-consuming to find a better deal	2484 55%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's difficult to compare the services available from different providers	2483 55%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to go through the hassle of setting up a new online account	2419 54%	-	-	-	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	2411 53%	-	-	-	-	-	-	-	-	-	-	-	-	-
Need to wait until the end of my contract/ until I can switch without paying a penalty	1955 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
Just haven't had time/ haven't got around to it yet	1807 40%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to lose friends and family or other call discounts	1756 39%	-	-	-	-	-	-	-	-	-	-	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	1718 38%	-	-	-	-	-	-	-	-	-	-	-	-	-
No other provider has reception/ coverage in my area	1611 36%	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	1492 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience switching other services previously	1059 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

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** very small base (under 30) ineligible for sig testing

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 132
QA17a - PROCESS SUMMARY Major/ Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
4512	**	**	**	**	**	**	**	**	**	**	**	**	**
12.97	-	-	-	-	-	-	-	-	-	-	-	-	-

Base
Mean number of mentions

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 133
QA17a/b PROCESS SUMMARY Overall major factor
Base: All Inactives having at least one major factor

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	3632	1632	2000	727	1292	1613	2161	1471	1774	1858	3086	277	188	81
Base	4053	1885	2168	1390	1350	1314	2058	1995	2048	2005	3435	309	207	103*
Effective Base	2931	1331	1601	675	1153	1485	1793	1228	1439	1495	2484	231	150	67
Process 1	266	125	141	124	94	48	147	118	147	119	230	18	12	6
	7%	7%	6%	9%Te	7%Te	4%	7%	6%	7%	6%	7%	6%	6%	6%
Too much hassle to cancel my current service	97	45	52	48	35	15	57	40	59	38	79	6	9	2
	2%	2%	2%	3%Te	3%Te	1%	3%	2%	3%	2%	2%	2%	4%	2%
It's too time consuming to go through the process of switching from one provider to another	83	42	41	39	26	17	56	27	48	34	74	7	-	1
	2%	2%	2%	3%Te	2%	1%	3%Te	1%	2%	2%	2%	2%	-	1%
Concerned about paying two providers at the same time	48	23	25	18	19	11	16	32	25	23	46	-	-	2
	1%	1%	1%	1%	1%	1%	1%	2%Te	1%	1%	1%	-	-	2%Te
Concerned about having no service while switching to another provider	38	15	23	19	14	5	19	19	15	24	30	5	3	1
	1%Te	1%	1%	1%Te	1%Te	*	1%	1%	1%	1%	1%	1%	1%	1%
Process 2	475	199	276	181	147	147	250	225	232	243	406	39	17	12
	12%	11%	13%	13%	11%	11%	12%	11%	11%	12%	12%	13%	8%	12%
Did not want to lose my phone number	356	148	208	130	112	114	186	169	173	183	306	28	12	10
	9%	8%	10%	9%	8%	9%	9%	8%	8%	9%	9%	9%	6%	10%
Handset is locked to current network	70	27	43	33	18	19	37	33	35	35	59	9	3	-
	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	1%	-
Bad experience when switching my mobile provider previously	25	13	12	14	7	5	13	12	10	15	21	2	1	1
	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	1%	*	1%
Don't know how to change provider/ switch	24	12	12	4	11	9	13	11	14	10	21	1	1	1
	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	*	1%	1%
Other than Process 1 or 2	3312	1561	1752	1085	1108	1119	1661	1652	1670	1642	2799	252	177	84
	92%Te	83%	81%	78%Te	92%Te	85%Te	81%	83%	82%	82%	81%	82%	86%	82%
Current provider is still the best deal/ cheapest	776	346	430	244	276	255	394	382	370	405	675	44	35	21
	19%	18%	20%	18%	20%	19%	19%	19%	18%	20%	20%	14%	17%	20%
Prefer to stay with trusted/ known provider	685	327	358	192	212	282	307	378	308	377	576	69	25	15
	17%Te	17%	17%	14%	16%	21%Te	15%	19%Te	15%	19%Te	17%	22%Te	12%	15%
Current provider has the best quality of service (e.g. network coverage)	428	220	208	103	144	181	216	211	204	224	365	32	22	8
	11%Te	12%	10%	7%	11%Te	14%Te	11%	11%	10%	11%	11%	10%	11%	8%
Need to wait until the end of my contract/ until I can switch without paying a penalty	313	132	182	131	119	63	160	154	200	113	265	28	15	6
	8%Te	7%	8%	9%Te	9%Te	5%	8%	8%	19%Te	6%	8%	9%	7%	5%
There's not enough difference in cost to be worth switching	260	121	140	98	71	91	148	113	127	133	220	14	18	9
	6%	6%	6%	7%	5%	7%	7%	6%	6%	7%	6%	4%	9%	8%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 133
QA17a/b PROCESS SUMMARY Overall major factor
Base: All Inactives having at least one major factor

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4053	1885	2168	1390	1350	1314	2058	1995	2048	2005	3435	309	207	103*
<i>Didn't want to pay the upfront cost of the new handset and don't want a new handset</i>	155	94	61	53	41	62	69	86	69	86	124	11	20	1
	4%	5% a	3%	4%	3%	5% d	3%	4%	3%	4%	4%	3%	9% l	1%
<i>Just haven't had time/haven't got around to it yet</i>	118	60	57	38	47	33	65	53	77	41	96	10	8	4
	3%	3%	3%	3%	3%	2%	3%	3%	4% a	2%	3%	3%	4%	4%
<i>Worried service wouldn't be as good with new provider</i>	111	51	60	44	42	25	44	67	71	40	94	9	3	4
	3%	3%	3%	3%	3% d	2%	2%	3% a	3% a	2%	3%	3%	2%	4%
<i>No other provider has reception/ coverage in my area</i>	86	33	53	23	31	32	42	44	51	34	66	6	10	3
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	5% l	3%
<i>It's difficult to compare the services available from different providers</i>	84	46	38	25	30	29	51	33	40	44	71	5	7	2
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	63	28	34	20	24	19	38	25	30	33	52	8	2	-
	2%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	3%	1%	-
<i>Don't want to lose friends and family or other call discounts</i>	58	17	41	20	22	16	28	29	36	22	45	5	2	6
	1%	1%	2% a	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	6% l
<i>It's too time-consuming to find a better deal</i>	53	12	41	26	19	8	29	24	26	26	47	3	2	-
	1% a	1%	2% a	2% a	1% a	1%	1%	1%	1%	1%	1%	1%	1%	-
<i>Don't want to go through the hassle of setting up a new online account</i>	46	36	10	16	17	14	27	19	22	24	39	4	2	2
	1% a	2% a	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
<i>Lack of choice</i>	34	16	19	25	7	2	14	21	15	19	27	4	2	2
	1% a	1%	1%	2% Tad	1%	*	1%	1%	1%	1%	1%	1%	1%	2%
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	24	11	14	18	3	3	14	10	16	9	20	1	2	2
	1%	1%	1%	1% d	*	*	1%	1%	1%	*	1%	*	1%	2%
<i>Bad experience switching other services previously</i>	18	11	8	10	5	4	14	4	7	11	16	-	2	-
	*	1%	*	1%	*	*	1% g	*	*	1%	*	-	1%	-
<i>Any other factors</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 133
QA17a/b PROCESS SUMMARY Overall major factor
Base: All Inactives having at least one major factor

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	3632	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	4053	**	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	2931	-	-	-	-	-	-	-	-	-	-	-	-	-
Process 1	266	-	-	-	-	-	-	-	-	-	-	-	-	-
7%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Too much hassle to cancel my current service</i>	97	-	-	-	-	-	-	-	-	-	-	-	-	-
2%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's too time consuming to go through the process of switching from one provider to another</i>	83	-	-	-	-	-	-	-	-	-	-	-	-	-
2%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Concerned about paying two providers at the same time</i>	48	-	-	-	-	-	-	-	-	-	-	-	-	-
1%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Concerned about having no service while switching to another provider</i>	38	-	-	-	-	-	-	-	-	-	-	-	-	-
1%		-	-	-	-	-	-	-	-	-	-	-	-	-
Process 2	475	-	-	-	-	-	-	-	-	-	-	-	-	-
12%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Did not want to lose my phone number</i>	356	-	-	-	-	-	-	-	-	-	-	-	-	-
9%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Handset is locked to current network</i>	70	-	-	-	-	-	-	-	-	-	-	-	-	-
2%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Bad experience when switching my mobile provider previously</i>	25	-	-	-	-	-	-	-	-	-	-	-	-	-
1%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Don't know how to change provider/ switch</i>	24	-	-	-	-	-	-	-	-	-	-	-	-	-
1%		-	-	-	-	-	-	-	-	-	-	-	-	-
Other than Process 1 or 2	3312	-	-	-	-	-	-	-	-	-	-	-	-	-
82%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Current provider is still the best deal/ cheapest</i>	776	-	-	-	-	-	-	-	-	-	-	-	-	-
19%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Prefer to stay with trusted/ known provider</i>	685	-	-	-	-	-	-	-	-	-	-	-	-	-
17%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Current provider has the best quality of service (e.g. network coverage)</i>	428	-	-	-	-	-	-	-	-	-	-	-	-	-
11%		-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Need to wait until the end of my contract/ until I can switch without paying a penalty</i>	313	-	-	-	-	-	-	-	-	-	-	-	-	-
8%		-	-	-	-	-	-	-	-	-	-	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 133
QA17a/b PROCESS SUMMARY Overall major factor
Base: All Inactives having at least one major factor

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4053	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
<i>There's not enough difference in cost to be worth switching</i>	260	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Didn't want to pay the upfront cost of the new handset and don't want a new handset</i>	155	-	-	-	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Just haven't had time/haven't got around to it yet</i>	118	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Worried service wouldn't be as good with new provider</i>	111	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>No other provider has reception/ coverage in my area</i>	86	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's difficult to compare the services available from different providers</i>	84	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Problems/ issues with current provider are not sufficiently bad/ frequent to switch</i>	63	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Don't want to lose friends and family or other call discounts</i>	58	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>It's too time-consuming to find a better deal</i>	53	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Don't want to go through the hassle of setting up a new online account</i>	46	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Lack of choice</i>	34	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Better handsets available with my current network/ didn't see any other handsets I liked</i>	24	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Bad experience switching other services previously</i>	18	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
<i>Any other factors</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 134
QA17a - SUMMARY Major factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Prefer to stay with trusted/ known provider	2368	1032	1336	789	733	846	1150	1218	1106	1262	2001	183	127	57
		48%	58% ^{Ta}	52%	48%	58% ^{Tcd}	51%	54%	48%	57% ^{TI}	52%	52%	55%	51%
Current provider is still the best deal/ cheapest	2155	985	1170	708	728	719	1056	1098	1054	1100	1825	158	112	59
		48%	48%	46%	48%	49%	47%	49%	46%	49%	48%	45%	48%	54%
Current provider has the best quality of service (e.g. network coverage)	2001	909	1093	673	636	692	973	1029	979	1023	1672	149	122	58
		44%	42%	44%	42%	47% ^{Tcd}	43%	46%	43%	46%	44%	42%	53% ^{TI}	53%
Did not want to lose my phone number	1671	693	978	605	531	535	841	830	861	810	1433	116	87	35
		37% ^{Ta}	41% ^{Ta}	40% ^{Tcd}	35%	37%	37%	37%	38%	36%	38%	33%	38%	32%
There's not enough difference in cost to be worth switching	1481	658	823	547	466	468	735	746	751	730	1284	97	73	27
		33%	31%	35% ^{Ta}	31%	32%	33%	33%	33%	33%	34% ^{Ta}	27%	31%	25%
Worried service wouldn't be as good with new provider	1470	606	864	540	466	464	709	761	740	730	1249	108	74	39
		33% ^{Ta}	28%	30% ^{Ta}	31%	32%	31%	34%	32%	33%	33%	31%	32%	35%
Didn't want to pay the upfront cost of the new handset and don't want a new handset	1378	644	734	467	433	478	674	704	664	713	1154	97	90	37
		31%	30%	31%	28%	32% ^{Tcd}	30%	31%	29%	32%	30%	27%	30% ^{TI}	33%
Need to wait until the end of my contract/ until I can switch without paying a penalty	1101	421	679	497	389	214	588	513	644	457	947	80	43	31
		24% ^{Ta}	20%	29% ^{Ta}	33% ^{Tcd}	26% ^{Tcd}	15%	26% ^{Tg}	23%	28% ^{TI}	25%	22%	18%	28%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	1070	489	581	416	346	307	592	478	558	511	905	78	60	27
		24% ^{Ta}	23%	25%	27% ^{Tcd}	23%	21%	26% ^{Tg}	24%	23%	24%	22%	26%	24%
Don't want to go through the hassle of setting up a new online account	1031	472	559	368	322	341	520	511	511	520	875	67	60	28
		23%	22%	24%	21%	23%	23%	23%	22%	23%	23%	19%	26%	25%
Too much hassle to cancel my current service	993	403	590	410	314	269	529	465	503	490	829	78	53	33
		22% ^{Ta}	19%	25% ^{Ta}	31% ^{Tcd}	21%	18%	23%	22%	22%	22%	22%	23%	30%
It's too time consuming to go through the process of switching from one provider to another	981	392	589	398	316	267	524	457	504	477	840	67	54	20
		22% ^{Ta}	18%	25% ^{Ta}	20% ^{Tcd}	21%	18%	23% ^{Tg}	22%	21%	22%	19%	24%	18%
Concerned about paying two providers at the same time	975	423	552	373	316	286	454	521	487	488	835	59	48	33
		22%	20%	23% ^{Ta}	24% ^{Tcd}	21%	20%	23% ^{Tg}	21%	22%	22% ^{Ta}	17%	21%	30% ^{Ta}
It's difficult to compare the services available from different providers	900	407	493	333	255	312	489	411	432	468	749	69	57	25
		20% ^{Ta}	19%	21%	22% ^{Tcd}	17%	21% ^{Tcd}	22% ^{Tg}	19%	21%	20%	20%	25%	22%
It's too time-consuming to find a better deal	900	359	541	357	280	264	461	439	453	447	752	67	52	29
		20% ^{Ta}	17%	22% ^{Ta}	23% ^{Tcd}	18%	20%	19%	20%	20%	20%	19%	22%	27%

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 134
QA17a - SUMMARY Major factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Concerned about having no service while switching to another provider	883	339	544	379	286	218	434	449	457	426	748	55	50	30
Don't want to lose friends and family or other call discounts	732	307	425	302	216	215	347	385	362	371	608	53	40	30
No other provider has reception/ coverage in my area	661	279	382	272	193	196	306	355	323	337	541	51	49	20
Handset is locked to current network	647	263	384	281	215	150	312	335	348	299	552	41	41	13
Better handsets available with my current network/ didn't see any other handsets I liked	626	249	377	307	192	127	277	349	328	298	527	45	35	20
Just haven't had time/ haven't got around to it yet	626	254	371	270	220	135	338	288	364	261	519	54	40	12
Lack of choice	412	174	239	220	123	69	184	229	226	186	348	20	28	16
Bad experience switching other services previously	352	159	194	204	93	56	170	182	187	165	301	21	23	8
Don't know how to change provider/ switch	337	136	200	152	101	84	189	148	169	168	280	28	19	10
Bad experience when switching my mobile provider previously	314	139	175	178	96	40	152	162	168	146	264	19	21	10
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No major factors	459	261	198	139	174	146	198	261	233	226	382	45	25	8
Net: Any major factor	4053	1885	2168	1390	1350	1314	2058	1995	2048	2005	3435	309	207	103
Net: Process 1	2025	842	1182	807	663	555	1035	990	1034	991	1721	144	109	51
Net: Process 2	2078	881	1196	782	672	623	1056	1021	1071	1006	1782	137	111	48
Net: Process 1 or 2	2678	1145	1533	1020	864	793	1355	1322	1368	1310	2274	194	145	63
Net: Other than Process 1	4025	1869	2156	1379	1338	1308	2051	1974	2038	1987	3411	308	204	103
Net: Other than Process 2	4003	1863	2140	1371	1339	1294	2035	1968	2021	1982	3388	307	207	102

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 134
QA17a - SUMMARY Major factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Net: Other than Process 1 or 2	3966	1844	2121	1358	1322	1286	2026	1940	2006	1960	3354	306	204	102
	88%	86%	90%	89%	87%	88%	90%	86%	88%	88%	88%	86%	88%	92%
Mean number of mentions	6.43ae	5.94	6.96Ta	7.23Tde	6.12	5.90	6.32	6.55	6.43	6.43	6.42	6.03	7.09k	6.89

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 134
QA17a - SUMMARY Major factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with trusted/ known provider	2368	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	2155	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service (e.g. network coverage)	2001	-	-	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	1671	-	-	-	-	-	-	-	-	-	-	-	-	-
There's not enough difference in cost to be worth switching	1481	-	-	-	-	-	-	-	-	-	-	-	-	-
Worried service wouldn't be as good with new provider	1470	-	-	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the upfront cost of the new handset and don't want a new handset	1378	-	-	-	-	-	-	-	-	-	-	-	-	-
Need to wait until the end of my contract/ until I can switch without paying a penalty	1101	-	-	-	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	1070	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to go through the hassle of setting up a new online account	1031	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to cancel my current service	993	-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	981	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about paying two providers at the same time	975	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 134
QA17a - SUMMARY Major factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
It's difficult to compare the services available from different providers	900 20%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time-consuming to find a better deal	900 20%	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about having no service while switching to another provider	883 20%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to lose friends and family or other call discounts	732 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
No other provider has reception/ coverage in my area	661 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
Handset is locked to current network	647 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	626 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Just haven't had time/ haven't got around to it yet	626 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	412 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience switching other services previously	352 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know how to change provider/ switch	337 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching my mobile provider previously	314 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No major factors	459 10%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any major factor	4053 90%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1	2025 45%	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 134
QA17a - SUMMARY Major factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	---	---	---	---	---	---	---	---	---	---	---	---
Net: Process 2	2078	-	-	-	-	-	-	-	-	-	-	-	-
	46%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1 or 2	2678	-	-	-	-	-	-	-	-	-	-	-	-
	59%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 1	4025	-	-	-	-	-	-	-	-	-	-	-	-
	89%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 2	4003	-	-	-	-	-	-	-	-	-	-	-	-
	89%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 1 or 2	3966	-	-	-	-	-	-	-	-	-	-	-	-
	88%	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	6.43	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 135
QA17a - SUMMARY Minor factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
There's not enough difference in cost to be worth switching	1652	822	831	578	570	503	853	800	882	770	1388	138	83	44
	37%	38%	35%	38%	37%	35%	38%	35%	99%	35%	36%	39%	36%	40%
Worried service wouldn't be as good with new provider	1585	784	801	583	558	445	814	771	855	730	1332	125	87	41
	38%	37%	34%	39%	37%	30%	36%	34%	97%	33%	35%	35%	37%	38%
It's too time-consuming to find a better deal	1584	774	810	626	522	435	824	759	896	687	1368	118	72	26
	35%	36%	34%	41%	34%	30%	37%	34%	99%	31%	36%	33%	31%	23%
It's difficult to compare the services available from different providers	1582	745	837	565	544	474	821	762	869	713	1356	118	76	33
	35%	35%	35%	37%	36%	32%	36%	34%	98%	32%	36%	33%	33%	30%
It's too time consuming to go through the process of switching from one provider to another	1510	704	806	594	499	417	768	742	840	670	1296	111	69	33
	33%	33%	34%	39%	33%	29%	34%	33%	97%	30%	34%	31%	30%	30%
Too much hassle to cancel my current service	1433	686	747	562	494	377	751	682	833	600	1254	98	57	24
	32%	32%	32%	37%	32%	26%	33%	30%	97%	27%	33%	28%	25%	22%
Don't want to go through the hassle of setting up a new online account	1388	660	728	583	439	366	727	661	774	615	1206	91	69	22
	31%	31%	31%	38%	29%	25%	32%	29%	94%	28%	32%	26%	30%	20%
Prefer to stay with trusted/ known provider	1380	708	672	521	495	365	718	662	769	611	1178	107	58	37
	31%	33%	28%	34%	32%	25%	32%	29%	94%	27%	31%	30%	25%	34%
Current provider has the best quality of service (e.g. network coverage)	1367	649	718	508	472	386	702	665	718	649	1173	102	61	31
	30%	30%	30%	33%	31%	26%	31%	29%	91%	29%	31%	29%	26%	28%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	1341	598	743	557	439	344	693	648	747	594	1159	90	60	32
	30%	28%	31%	38%	29%	24%	31%	29%	93%	27%	30%	25%	26%	29%
Concerned about having no service while switching to another provider	1339	656	683	545	448	346	692	647	757	582	1162	91	59	26
	30%	31%	29%	35%	29%	24%	31%	29%	93%	26%	30%	26%	26%	24%
Current provider is still the best deal/ cheapest	1337	653	684	502	453	382	674	663	721	615	1138	99	68	32
	30%	30%	29%	33%	30%	26%	30%	29%	92%	28%	30%	28%	30%	29%
Did not want to lose my phone number	1216	581	635	466	426	324	595	621	643	573	1035	94	57	30
	27%	27%	27%	30%	28%	22%	26%	28%	28%	26%	27%	27%	25%	27%
Didn't want to pay the upfront cost of the new handset and don't want a new handset	1207	549	657	505	404	297	585	621	661	546	1041	91	47	27
	27%	26%	28%	33%	27%	20%	26%	28%	29%	24%	27%	26%	20%	24%
Just haven't had time/ haven't got around to it yet	1182	559	623	507	381	293	631	551	689	493	1027	71	50	34
	26%	26%	26%	33%	25%	20%	28%	24%	90%	22%	27%	20%	22%	30%

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

BDRc Continental/22052/V14

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 135
QA17a - SUMMARY Minor factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Concerned about paying two providers at the same time	1127	533	595	474	365	288	597	531	628	499	959	87	58	23
Better handsets available with my current network/ didn't see any other handsets I liked	1092	517	575	472	361	259	553	539	613	479	930	86	51	25
Lack of choice	1079	483	596	464	364	251	517	562	605	475	913	80	61	26
Don't want to lose friends and family or other call discounts	1024	484	540	415	351	258	496	527	555	468	882	68	50	23
Handset is locked to current network	994	451	543	453	332	209	480	514	560	434	856	76	43	19
No other provider has reception/ coverage in my area	950	411	539	417	302	231	447	502	532	418	790	76	57	27
Need to wait until the end of my contract/ until I can switch without paying a penalty	855	387	468	401	276	177	417	438	490	365	727	67	43	17
Don't know how to change provider/ switch	811	376	435	358	242	212	399	412	447	364	691	66	38	17
Bad experience switching other services previously	707	325	382	345	238	124	330	377	392	315	611	42	41	12
Bad experience when switching my mobile provider previously	649	280	369	336	214	99	280	369	367	282	566	31	39	12
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No minor factors	459	237	222	94	177	188	183	276	196	263	373	45	30	11
Net: Any minor factor	4053	1909	2144	1435	1346	1271	2073	1979	2085	1967	3443	308	202	99
Net: Process 1	2814	1310	1504	1112	916	785	1466	1347	1519	1294	2398	217	135	63
Net: Process 2	2292	1066	1226	929	753	609	1143	1149	1216	1076	1958	172	111	51
Net: Process 1 or 2	3319	1546	1773	1283	1087	950	1704	1616	1751	1569	2819	255	160	86
Net: Other than Process 1	4012	1894	2118	1421	1334	1258	2052	1961	2071	1942	3408	305	201	99
Net: Other than Process 2	4000	1888	2112	1417	1325	1258	2049	1952	2060	1941	3398	306	198	98

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 135
QA17a - SUMMARY Minor factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Net: Other than Process 1 or 2	3939	1865	2074	1397	1304	1238	2019	1921	2033	1906	3342	302	197	98
		87%	88%	81% ^{Tde}	86%	85%	89% ^{Tg}	85%	89% ^h	85%	88%	85%	85%	88%
Mean number of mentions	7.50 ^{ei}	7.53	7.47	6.60 ^{Tde}	7.57 ^e	6.18	7.41	7.59	6.05 ^h	6.89	7.56	7.22	7.20	6.78

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 135
QA17a - SUMMARY Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-
There's not enough difference in cost to be worth switching	1652	-	-	-	-	-	-	-	-	-	-	-	-
	37%	-	-	-	-	-	-	-	-	-	-	-	-
Worried service wouldn't be as good with new provider	1585	-	-	-	-	-	-	-	-	-	-	-	-
	35%	-	-	-	-	-	-	-	-	-	-	-	-
It's too time-consuming to find a better deal	1584	-	-	-	-	-	-	-	-	-	-	-	-
	35%	-	-	-	-	-	-	-	-	-	-	-	-
It's difficult to compare the services available from different providers	1582	-	-	-	-	-	-	-	-	-	-	-	-
	35%	-	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	1510	-	-	-	-	-	-	-	-	-	-	-	-
	33%	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to cancel my current service	1433	-	-	-	-	-	-	-	-	-	-	-	-
	32%	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to go through the hassle of setting up a new online account	1388	-	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with trusted/ known provider	1380	-	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service (e.g. network coverage)	1367	-	-	-	-	-	-	-	-	-	-	-	-
	30%	-	-	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	1341	-	-	-	-	-	-	-	-	-	-	-	-
	30%	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about having no service while switching to another provider	1339	-	-	-	-	-	-	-	-	-	-	-	-
	30%	-	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	1337	-	-	-	-	-	-	-	-	-	-	-	-
	30%	-	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	1216	-	-	-	-	-	-	-	-	-	-	-	-
	27%	-	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the upfront cost of the new handset and don't want a new handset	1207	-	-	-	-	-	-	-	-	-	-	-	-
	27%	-	-	-	-	-	-	-	-	-	-	-	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 135
QA17a - SUMMARY Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Just haven't had time/ haven't got around to it yet	1182 26%	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about paying two providers at the same time	1127 25%	-	-	-	-	-	-	-	-	-	-	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	1092 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	1079 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to lose friends and family or other call discounts	1024 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
Handset is locked to current network	994 22%	-	-	-	-	-	-	-	-	-	-	-	-	-
No other provider has reception/ coverage in my area	950 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
Need to wait until the end of my contract/ until I can switch without paying a penalty	855 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know how to change provider/ switch	811 18%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience switching other services previously	707 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching my mobile provider previously	649 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No minor factors	459 10%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any minor factor	4053 90%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1	2814 62%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 2	2292 51%	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 135
QA17a - SUMMARY Minor factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	---	---	---	---	---	---	---	---	---	---	---	---
Net: Process 1 or 2	3319	-	-	-	-	-	-	-	-	-	-	-	-
	74%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 1	4012	-	-	-	-	-	-	-	-	-	-	-	-
	89%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 2	4000	-	-	-	-	-	-	-	-	-	-	-	-
	89%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 1 or 2	3939	-	-	-	-	-	-	-	-	-	-	-	-
	87%	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	7.50	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 136
QA17a - SUMMARY Major/ Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	4033	1854	2179	798	1447	1788	2375	1658	1967	2066	3425	313	209	86
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Effective Base	3258	1512	1748	740	1292	1646	1973	1387	1596	1666	2762	258	168	71
Prefer to stay with trusted/ known provider	3748	1740	2008	1310	1227	1211	1868	1880	1876	1872	3179	291	184	94
	83% 81%	85% 78%	86% 79%	81% 73%	83% 77%	83% 77%	83% 77%	83% 78%	82% 78%	84% 77%	83% 78%	82% 73%	80% 78%	85% 83%
Current provider is still the best deal/ cheapest	3491	1638	1854	1210	1181	1101	1730	1762	1776	1716	2963	257	180	92
	77% 76%	78% 78%	79% 79%	77% 73%	77% 73%	75% 74%	77% 74%	78% 75%	78% 74%	77% 75%	78% 75%	73% 71%	78% 79%	83% 81%
Current provider has the best quality of service (e.g. network coverage)	3368	1558	1810	1182	1108	1079	1675	1693	1697	1671	2845	251	183	90
	75% 73%	77% 73%	77% 77%	74% 73%	74% 74%	74% 74%	74% 74%	75% 75%	74% 74%	75% 75%	75% 75%	71% 71%	79% 79%	81% 81%
There's not enough difference in cost to be worth switching	3133	1480	1654	1125	1037	971	1588	1546	1633	1501	2672	235	155	71
	69% 69%	70% 70%	74% 74%	68% 68%	67% 67%	70% 70%	69% 69%	72% 72%	67% 67%	70% 70%	70% 70%	66% 66%	67% 67%	65% 65%
Worried service wouldn't be as good with new provider	3055	1390	1665	1123	1024	908	1523	1532	1595	1460	2581	234	161	80
	68% 65%	70% 70%	73% 73%	62% 62%	62% 62%	62% 62%	68% 68%	70% 70%	65% 65%	68% 68%	68% 68%	66% 66%	70% 70%	73% 73%
Did not want to lose my phone number	2887	1274	1613	1071	957	859	1436	1451	1503	1384	2469	210	144	65
	64% 59%	66% 66%	70% 70%	59% 59%	59% 59%	59% 59%	64% 64%	64% 64%	66% 66%	62% 62%	65% 65%	59% 59%	62% 62%	59% 59%
Didn't want to pay the upfront cost of the new handset and don't want a new handset	2584	1193	1391	971	838	775	1260	1325	1325	1259	2195	188	137	64
	67% 56%	69% 59%	64% 64%	55% 55%	53% 53%	53% 53%	56% 56%	59% 59%	58% 58%	56% 56%	58% 58%	53% 53%	59% 59%	58% 58%
It's too time consuming to go through the process of switching from one provider to another	2491	1096	1395	992	815	684	1292	1199	1345	1146	2135	178	124	54
	65% 51%	66% 59%	69% 69%	53% 53%	53% 53%	47% 47%	57% 57%	53% 53%	59% 59%	51% 51%	56% 56%	50% 50%	54% 54%	49% 49%
It's too time-consuming to find a better deal	2484	1133	1351	983	802	699	1285	1199	1350	1134	2120	185	124	55
	65% 53%	67% 57%	64% 64%	48% 48%	48% 48%	48% 48%	57% 57%	53% 53%	59% 59%	51% 51%	56% 56%	52% 52%	53% 53%	50% 50%
It's difficult to compare the services available from different providers	2483	1152	1330	898	799	785	1310	1173	1301	1182	2106	187	133	57
	55% 54%	56% 56%	59% 59%	54% 54%	52% 52%	54% 54%	58% 58%	52% 52%	57% 57%	53% 53%	55% 55%	53% 53%	57% 57%	52% 52%
Too much hassle to cancel my current service	2427	1090	1337	972	809	646	1280	1147	1336	1090	2083	176	110	58
	64% 51%	67% 57%	63% 63%	44% 44%	44% 44%	44% 44%	57% 57%	51% 51%	59% 59%	49% 49%	55% 55%	50% 50%	48% 48%	52% 52%
Don't want to go through the hassle of setting up a new online account	2419	1132	1287	951	761	707	1247	1172	1284	1135	2081	159	130	50
	64% 53%	66% 54%	62% 62%	48% 48%	48% 48%	48% 48%	55% 55%	52% 52%	56% 56%	51% 51%	55% 55%	45% 45%	50% 50%	45% 45%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	2411	1087	1324	974	785	652	1285	1126	1306	1105	2064	169	120	59
	63% 51%	65% 56%	64% 64%	45% 45%	45% 45%	45% 45%	57% 57%	50% 50%	57% 57%	50% 50%	54% 54%	48% 48%	52% 52%	53% 53%
Concerned about having no service while switching to another provider	2222	995	1227	924	734	564	1126	1095	1214	1007	1911	145	110	56
	49% 46%	52% 52%	60% 60%	39% 39%	39% 39%	39% 39%	50% 50%	49% 49%	53% 53%	45% 45%	50% 50%	41% 41%	47% 47%	51% 51%
Concerned about paying two providers at the same time	2102	956	1147	847	681	574	1051	1052	1115	987	1794	146	106	56
	47% 45%	48% 48%	55% 55%	39% 39%	39% 39%	39% 39%	47% 47%	47% 47%	49% 49%	44% 44%	47% 47%	41% 41%	46% 46%	51% 51%

BDRC Continental/22052/V14

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Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 136
QA17a - SUMMARY Major/ Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Need to wait until the end of my contract/ until I can switch without paying a penalty	1955	808	1148	899	666	391	1005	951	1133	822	1675	147	85	48
Just haven't had time/ haven't got around to it yet	1807	813	994	777	602	428	968	839	1053	754	1546	125	90	45
Don't want to lose friends and family or other call discounts	1756	791	965	716	567	472	843	913	917	839	1490	121	90	54
Better handsets available with my current network/ didn't see any other handsets I liked	1718	766	951	779	552	386	830	888	941	777	1456	131	86	45
Handset is locked to current network	1641	714	926	734	547	359	792	848	908	733	1408	117	83	32
No other provider has reception/ coverage in my area	1611	689	921	689	495	427	753	858	855	756	1331	127	106	47
Lack of choice	1492	657	835	683	488	320	701	791	831	661	1261	100	89	42
Don't know how to change provider/ switch	1148	513	635	510	342	295	588	560	616	532	970	94	57	27
Bad experience switching other services previously	1059	483	576	549	331	179	500	559	579	480	912	63	64	21
Bad experience when switching my mobile provider previously	963	419	544	514	310	139	432	531	535	428	831	50	61	22
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No major/ minor factors	158	86	72	46	60	52	66	92	79	79	126	19	8	5
Net: Any major/ minor factor	4354	2060	2294	1483	1464	1407	2190	2164	2202	2152	3691	334	223	105
Net: Process 1	3458	1582	1875	1312	1139	1007	1758	1700	1816	1642	2948	256	171	82
Net: Process 2	3369	1510	1859	1275	1107	988	1695	1674	1748	1622	2878	246	167	78
Net: Process 1 or 2	3828	1771	2056	1400	1265	1163	1931	1897	1979	1849	3250	291	196	91
Net: Other than Process 1	4348	2057	2291	1481	1463	1404	2187	2160	2200	2148	3686	334	222	105
Net: Other than Process 2	4346	2057	2289	1483	1461	1402	2188	2158	2201	2145	3683	334	223	105

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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 136
QA17a - SUMMARY Major/ Minor factor

Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?

Base: All Inactives

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4512	2146	2366	1529	1524	1459	2256	2256	2282	2230	3817	354	231	110*
Net: Other than Process 1 or 2	4339	2054	2285	1481	1460	1397	2185	2154	2198	2141	3677	334	222	105
	96%	96%	97%	97%	96%	96%	97%	95%	96%	96%	96%	95%	96%	96%
Mean number of mentions	12.97a	12.41	13.46Ta	15.10Tde	12.61e	11.10	12.95	12.98	13.63Tt	12.28	13.03	12.22	13.03	13.11

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 136
QA17a - SUMMARY Major/ Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	4033	-	-	-	-	-	-	-	-	-	-	-	-	-
Base	4512	**	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	3258	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with trusted/ known provider	3748 83%	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	3491 77%	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service (e.g. network coverage)	3368 75%	-	-	-	-	-	-	-	-	-	-	-	-	-
There's not enough difference in cost to be worth switching	3133 69%	-	-	-	-	-	-	-	-	-	-	-	-	-
Worried service wouldn't be as good with new provider	3055 68%	-	-	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	2887 64%	-	-	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the upfront cost of the new handset and don't want a new handset	2584 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	2491 55%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time-consuming to find a better deal	2484 55%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's difficult to compare the services available from different providers	2483 55%	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to cancel my current service	2427 54%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to go through the hassle of setting up a new online account	2419 54%	-	-	-	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	2411 53%	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about having no service while switching to another provider	2222 49%	-	-	-	-	-	-	-	-	-	-	-	-	-

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Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Concerned about paying two providers at the same time	2102 47%	-	-	-	-	-	-	-	-	-	-	-	-	-
Need to wait until the end of my contract/ until I can switch without paying a penalty	1955 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
Just haven't had time/ haven't got around to it yet	1807 40%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to lose friends and family or other call discounts	1756 39%	-	-	-	-	-	-	-	-	-	-	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	1718 38%	-	-	-	-	-	-	-	-	-	-	-	-	-
Handset is locked to current network	1641 36%	-	-	-	-	-	-	-	-	-	-	-	-	-
No other provider has reception/ coverage in my area	1611 36%	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	1492 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know how to change provider/ switch	1148 25%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience switching other services previously	1059 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching my mobile provider previously	963 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No major/ minor factors	158 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Any major/ minor factor	4354 96%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1	3458 77%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 2	3369 75%	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 136
QA17a - SUMMARY Major/ Minor factor
Which, if any, of these are factors why you have not recently switched or actively considered switching your current mobile network provider to another provider?
Base: All Inactives

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4512	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Net: Process 1 or 2	3828	-	-	-	-	-	-	-	-	-	-	-	-
	85%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 1	4348	-	-	-	-	-	-	-	-	-	-	-	-
	96%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 2	4346	-	-	-	-	-	-	-	-	-	-	-	-
	96%	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 1 or 2	4339	-	-	-	-	-	-	-	-	-	-	-	-
	96%	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of mentions	12.97	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 137
QA17a/b SUMMARY Overall major factor
Base: All Inactives having at least one major factor

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	3632	1632	2000	727	1292	1613	2161	1471	1774	1858	3086	277	188	81
Base	4053	1885	2168	1390	1350	1314	2058	1995	2048	2005	3435	309	207	103*
Effective Base	2931	1331	1601	675	1153	1485	1793	1228	1439	1495	2484	231	150	67
Current provider is still the best deal/ cheapest	776 19%	346 18%	430 20%	244 18%	276 20%	255 19%	394 19%	382 19%	370 18%	405 20%	675 20%	44 14%	35 17%	21 20%
Prefer to stay with trusted/ known provider	685 17%	327 17%	358 17%	192 14%	212 16%	282 21% fcd	307 15%	378 19%	308 15%	377 19%	576 17%	69 22% kl	25 12%	15 15%
Current provider has the best quality of service (e.g. network coverage)	428 11%	220 12%	208 10%	103 7%	144 11%	181 14% fcd	216 11%	211 11%	204 10%	224 11%	365 11%	32 10%	22 11%	8 8%
Did not want to lose my phone number	356 9%	148 8%	208 10%	130 9%	112 8%	114 9%	186 9%	169 8%	173 8%	183 9%	306 9%	28 9%	12 6%	10 10%
Need to wait until the end of my contract/ until I can switch without paying a penalty	313 8%	132 7%	182 8%	131 9%	119 9%	63 5%	160 8%	154 8%	200 10% kl	113 6%	265 8%	28 9%	15 7%	6 5%
There's not enough difference in cost to be worth switching	260 6%	121 6%	140 6%	98 7%	71 5%	91 7%	148 7%	113 6%	127 6%	133 7%	220 6%	14 4%	18 9%	9 8%
Didn't want to pay the upfront cost of the new handset and don't want a new handset	155 4%	94 5% kl	61 3%	53 4%	41 3%	62 5% kl	69 3%	86 4%	69 3%	86 4%	124 4%	11 3%	20 9% klm	1 1%
Just haven't had time/ haven't got around to it yet	118 3%	60 3%	57 3%	38 3%	47 3%	33 2%	65 3%	53 3%	77 4%	41 2%	96 3%	10 3%	8 4%	4 4%
Worried service wouldn't be as good with new provider	111 3%	51 3%	60 3%	44 3%	42 3%	25 2%	44 2%	67 3%	71 3%	40 2%	94 3%	9 3%	3 2%	4 4%
Too much hassle to cancel my current service	97 2%	45 2%	52 2%	48 3%	35 3%	15 1%	57 3%	40 2%	59 3%	38 2%	79 2%	6 2%	9 4%	2 2%
No other provider has reception/ coverage in my area	86 2%	33 2%	53 2%	23 2%	31 2%	32 2%	42 2%	44 2%	51 3%	34 2%	66 2%	6 2%	10 5% kl	3 3%
It's difficult to compare the services available from different providers	84 2%	46 2%	38 2%	25 2%	30 2%	29 2%	51 2%	33 2%	40 2%	44 2%	71 2%	5 2%	7 3%	2 2%
It's too time consuming to go through the process of switching from one provider to another	83 2%	42 2%	41 2%	39 3%	26 2%	17 1%	56 3%	27 1%	48 2%	34 2%	74 2%	7 2%	-	1 1%
Handset is locked to current network	70 2%	27 1%	43 2%	33 2%	18 1%	19 1%	37 2%	33 2%	35 2%	35 2%	59 2%	9 3%	3 1%	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	63 2%	28 2%	34 2%	20 1%	24 2%	19 1%	38 2%	25 1%	30 1%	33 2%	52 2%	8 3%	2 1%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 137
QA17a/b SUMMARY Overall major factor
Base: All Inactives having at least one major factor

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base	4053	1885	2168	1390	1350	1314	2058	1995	2048	2005	3435	309	207	103*
Don't want to lose friends and family or other call discounts	58 1%	17 1%	41 2%	20 1%	22 2%	16 1%	28 1%	29 1%	36 2%	22 1%	45 1%	5 2%	2 1%	6 6%
It's too time-consuming to find a better deal	53 1%	12 1%	41 2%	26 2%	19 1%	8 1%	29 1%	24 1%	26 1%	26 1%	47 1%	3 1%	2 1%	-
Concerned about paying two providers at the same time	48 1%	23 1%	25 1%	18 1%	19 1%	11 1%	16 1%	32 2%	25 1%	23 1%	46 1%	-	-	2 2%
Don't want to go through the hassle of setting up a new online account	46 1%	36 2%	10 *	16 1%	17 1%	14 1%	27 1%	19 1%	22 1%	24 1%	39 1%	4 1%	2 1%	2 2%
Concerned about having no service while switching to another provider	38 1%	15 1%	23 1%	19 1%	14 1%	5 *	19 1%	19 1%	15 1%	24 1%	30 1%	5 1%	3 1%	1 1%
Lack of choice	34 1%	16 1%	19 1%	25 2%	7 1%	2 *	14 1%	21 1%	15 1%	19 1%	27 1%	4 1%	2 1%	2 2%
Bad experience when switching my mobile provider previously	25 1%	13 1%	12 1%	14 1%	7 *	5 *	13 1%	12 1%	10 *	15 1%	21 1%	2 1%	1 *	1 1%
Better handsets available with my current network/ didn't see any other handsets I liked	24 1%	11 1%	14 1%	18 1%	3 *	3 *	14 1%	10 1%	16 1%	9 *	20 1%	1 *	2 1%	2 2%
Don't know how to change provider/ switch	24 1%	12 1%	12 1%	4 *	11 1%	9 1%	13 1%	11 1%	14 1%	10 *	21 1%	1 *	1 1%	1 1%
Bad experience switching other services previously	18 *	11 1%	8 *	10 1%	5 *	4 *	14 1%	4 *	7 *	11 1%	16 *	-	2 1%	-
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1	266 7%	125 7%	141 6%	124 9%	94 7%	48 4%	147 7%	118 6%	147 7%	119 6%	230 7%	18 6%	12 6%	6 6%
Net: Process 2	475 12%	199 11%	276 13%	181 13%	147 11%	147 11%	250 12%	225 11%	232 11%	243 12%	406 12%	39 13%	17 8%	12 12%
Net: Other than Process 1 or 2	3312 82%	1561 83%	1752 81%	1085 78%	1108 82%	1119 85%	1661 81%	1652 83%	1670 82%	1642 82%	2799 81%	252 82%	177 86%	84 82%

BDRC Continental/22052/V14

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* small base

Switcher = Switched provider in the last 18 months at QA7
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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 137
QA17a/b SUMMARY Overall major factor
Base: All Inactives having at least one major factor

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	3632	-	-	-	-	-	-	-	-	-	-	-	-
Base	4053	**	**	**	**	**	**	**	**	**	**	**	**
Effective Base	2931	-	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	776	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with trusted/ known provider	685	-	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service (e.g. network coverage)	428	-	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	356	-	-	-	-	-	-	-	-	-	-	-	-
Need to wait until the end of my contract/ until I can switch without paying a penalty	313	-	-	-	-	-	-	-	-	-	-	-	-
There's not enough difference in cost to be worth switching	260	-	-	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the upfront cost of the new handset and don't want a new handset	155	-	-	-	-	-	-	-	-	-	-	-	-
Just haven't had time/ haven't got around to it yet	118	-	-	-	-	-	-	-	-	-	-	-	-
Worried service wouldn't be as good with new provider	111	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to cancel my current service	97	-	-	-	-	-	-	-	-	-	-	-	-
No other provider has reception/ coverage in my area	86	-	-	-	-	-	-	-	-	-	-	-	-
It's difficult to compare the services available from different providers	84	-	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	83	-	-	-	-	-	-	-	-	-	-	-	-
Handset is locked to current network	70	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

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Switcher = Switched provider in the last 18 months at QA7
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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 137
QA17a/b SUMMARY Overall major factor
Base: All Inactives having at least one major factor

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	4053	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	63 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to lose friends and family or other call discounts	58 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's too time-consuming to find a better deal	53 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about paying two providers at the same time	48 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want to go through the hassle of setting up a new online account	46 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Concerned about having no service while switching to another provider	38 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	34 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience when switching my mobile provider previously	25 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Better handsets available with my current network/ didn't see any other handsets I liked	24 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know how to change provider/ switch	24 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bad experience switching other services previously	18 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other factors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 1	266 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Process 2	475 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Other than Process 1 or 2	3312 82%	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 138

QB1 Do you use your main mobile phone for ...?

Base: All switchers and considerers with a mobile package they use/pay for

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1806	870	936	601	729	476	1181	625	1204	602	1545	140	85	36
Base	1211	620	591	464	504	243	702	509	826	385	1041	86	56*	27**
Effective Base	1339	643	702	465	572	314	884	482	914	425	1142	112	62	26
Personal purposes only	704	324	380	239	280	184	381	323	400	304	586	62	37	18
		58% ^{a/h}	64% ^{b/i}	52% ^c	56% ^d	76% ^{e/d}	54% ^f	63% ^g	48% ^h	79% ^{i/h}	56% ^j	72% ^k	66% ^l	68% ^m
Mainly personal purposes	310	166	144	138	134	37	199	111	251	59	273	15	14	8
		26% ^{a/h}	24% ^{b/i}	30% ^c	27% ^d	15% ^e	28% ^f	22% ^g	30% ^h	15% ⁱ	26% ^{j/k}	17% ^l	25% ^m	28% ⁿ
Both equally	155	102	53	62	73	19	89	66	135	20	141	7	5	1
		13% ^{a/h}	10% ^{b/i}	9% ^c	13% ^d	15% ^e	13% ^f	13% ^g	10% ^h	5% ⁱ	14% ^j	8% ^k	9% ^l	5% ^m
Mainly business purposes	31	24	6	16	12	2	24	7	30	1	29	1	-	-
		3% ^{a/h}	4% ^{b/i}	1% ^c	4% ^d	2% ^e	3% ^f	1% ^g	4% ^h	*	3% ^j	2% ^k	-	-
Business purposes only	5	2	2	3	2	-	3	2	4	1	4	1	-	-
		*	*	1% ^c	1% ^d	*	*	*	*	*	*	1% ^k	-	-
Don't know	7	2	5	6	2	-	6	2	7	1	7	-	-	-
		1% ^{a/h}	1% ^{b/i}	1% ^c	*	-	1% ^f	*	1% ^h	*	1% ^j	-	-	-

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 138

QB1 Do you use your main mobile phone for ...?

Base: All switchers and considerers with a mobile package they use/pay for

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	1806	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	1211	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	1339	1016	356	586	491	283	76	817	817	170	911	95	293	56
Personal purposes only	704	574	130	364	210	94	35	394	470	83	515	52	114	13
	58% ^g _{klm}	59%	56%	56%	64% ^f	54%	61%	53%	61% ^h	46%	61% ^h	46%	58% ^{lm}	41%
Mainly personal purposes	310	243	67	172	71	53	14	205	185	53	208	30	53	12
	26%	25%	29%	26%	22%	30%	25%	28%	24%	29%	24%	27%	27%	41% ^{kl}
Both equally	155	127	28	87	39	22	6	111	95	28	107	16	23	5
	13%	13%	12%	13%	12%	13%	11%	15%	12%	16%	13%	15%	12%	17%
Mainly business purposes	31	27	4	22	5	2	1	24	13	14	19	8	4	-
	3%	3%	2%	3%	2%	1%	3%	3%	2%	8% ^h	2%	7% ^{kl}	2%	-
Business purposes only	5	3	2	3	-	1	1	4	1	1	1	2	1	*
	*	*	1%	*	-	1%	1%	1%	*	1%	*	2%	1%	1%
Don't know	7	6	1	6	1	1	-	6	3	1	1	3	*	-
	1%	1%	*	1%	*	*	-	1%	*	1%	*	3% ^{kl}	*	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 139
 QB2a Which provider do you currently use for the main mobile phone package you personally use and pay for?
 Please say which company you pay for this service, not the handset manufacturer's name.
 Base: All switchers and considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1806	870	936	601	729	476	1181	625	1204	602	1545	140	85	36
Base	1211	620	591	464	504	243	702	509	826	385	1041	86	56*	27**
Effective Base	1339	643	702	465	572	314	884	482	914	425	1142	112	62	26
EE	253	123	131	112	100	41	162	92	184	70	224	15	12	2
	21%	20%	22%	24%	20%	17%	23%	18%	22%	18%	21%	18%	22%	9%
O2	224	115	109	95	100	29	137	88	164	61	186	23	7	8
	13%	19%	18%	20%	20%	12%	19%	17%	20%	16%	18%	23%	12%	31%
Vodafone	165	86	78	68	69	27	92	73	124	41	145	10	6	4
	14%	14%	13%	15%	14%	11%	13%	14%	15%	11%	14%	12%	11%	15%
'3' Mobile/Three	121	60	61	57	49	15	70	51	89	32	107	9	2	3
	10%	10%	10%	12%	10%	6%	10%	10%	11%	8%	10%	10%	4%	10%
Tesco	116	56	59	35	41	41	58	57	67	48	91	10	10	4
	10%	9%	10%	7%	8%	17%	8%	11%	8%	13%	9%	12%	18%	15%
Virgin Media/ Any Virgin	93	49	43	24	40	29	46	47	57	36	81	4	5	2
	8%	8%	7%	5%	8%	12%	7%	9%	7%	9%	8%	5%	9%	6%
TalkTalk	53	32	21	11	22	20	26	26	25	28	43	7	2	1
	4%	5%	4%	2%	4%	8%	4%	5%	3%	7%	4%	8%	4%	3%
Giffgaff	46	26	20	20	19	7	25	21	32	15	40	2	3	1
	4%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	2%	6%	3%
Orange	38	23	16	15	17	7	28	10	27	11	34	1	4	-
	3%	4%	3%	3%	3%	3%	4%	2%	3%	3%	3%	1%	7%	-
T-Mobile	33	13	20	14	15	4	19	13	21	12	29	1	2	1
	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	1%	4%	4%
Talk Mobile	28	14	14	6	15	6	17	11	16	12	24	2	*	1
	2%	2%	2%	1%	3%	3%	2%	2%	2%	3%	2%	3%	1%	4%
Lebara	4	2	2	2	1	1	2	2	3	1	3	1	-	-
	*	*	*	*	*	*	*	*	*	*	*	1%	-	-
Lycatel	2	1	*	*	1	*	*	1	2	-	2	-	-	-
	*	*	*	*	*	*	*	*	*	*	*	-	-	-
Other provider	36	20	16	6	15	15	19	17	16	20	33	2	1	-
	3%	3%	3%	1%	3%	6%	3%	3%	2%	5%	3%	2%	3%	-
Net: EE/ T-Mobile/ Orange	325	158	167	140	132	53	209	115	232	92	286	17	18	4
	27%	25%	28%	30%	26%	22%	30%	23%	28%	24%	27%	20%	32%	13%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 139
 QB2a Which provider do you currently use for the main mobile phone package you personally use and pay for?
 Please say which company you pay for this service, not the handset manufacturer's name.
 Base: All switchers and considerers

	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)				
Unweighted Base	1806	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75				
Base	1211	980	231	653	327	174	58*	744	769	180	851	112*	196	30*				
Effective Base	1339	1016	356	586	491	283	76	817	817	170	911	95	293	56				
EE	253	206	47	150	57	34	13	152	160	37	176	23	38	9				
	21%	21%	20%	23%	17%	23%	20%	20%	21%	20%	21%	21%	19%	29%				
O2	224	176	48	115	61	35	13	139	133	37	148	25	42	5				
	19%	18%	21%	18%	19%	20%	23%	19%	17%	20%	17%	22%	22%	17%				
Vodafone	165	130	35	82	48	26	9	110	100	27	108	21	28	7				
	14%	13%	15%	13%	15%	15%	15%	13%	15%	15%	13%	19%	14%	22%				
'3' Mobile/Three	121	97	24	63	34	20	5	77	72	21	82	14	20	3				
	10%	10%	10%	10%	10%	11%	8%	10%	9%	12%	10%	12%	10%	9%				
Tesco	116	97	18	60	37	12	7	67	83	12	88	7	16	1				
	10%	10%	8%	9%	11%	7%	11%	9%	11%	7%	10%	7%	8%	4%				
Virgin Media/ Any Virgin	93	76	17	48	28	15	1	45	63	10	70	6	16	1				
	8%	8%	7%	7%	9%	9%	3%	6%	8%	6%	8%	5%	8%	3%				
TalkTalk	53	51	1	32	19	1	-	33	41	8	46	5	1	*				
	4% <small>abs</small>	5% <small>abs</small>	1%	5%	6%	1%	-	4%	5%	5%	4%	4%	*	1%				
Giffgaff	46	36	10	30	6	6	4	30	26	9	33	4	10	-				
	4% <small>abs</small>	4%	4%	5%	2%	4%	6%	4%	3%	5%	4%	3%	5%	-				
Orange	38	23	16	17	5	11	4	27	18	5	20	2	11	4				
	3%	2%	7% <small>abs</small>	3%	2%	7% <small>abs</small>	8% <small>abs</small>	4%	2%	3%	2%	2%	6% <small>abs</small>	12% <small>abs</small>				
T-Mobile	33	23	10	14	9	8	1	19	21	2	22	1	8	*				
	3%	2%	4%	2%	3%	5%	2%	3%	3%	1%	3%	1%	4%	1%				
Talk Mobile	28	26	3	15	10	3	-	18	22	3	23	3	2	*				
	2%	3%	1%	2%	3%	1%	-	2%	3%	2%	3%	3%	1%	1%				
Lebara	4	2	2	1	1	2	-	3	2	*	2	-	2	-				
	*	*	1%	*	*	1%	-	*	*	*	*	*	1%	-				
Lycatel	2	2	-	1	*	-	-	2	1	*	2	-	-	-				
	*	*	-	*	*	-	-	*	*	*	*	-	-	-				
Other provider	36	35	1	24	11	1	-	21	28	7	34	1	1	*				
	3% <small>abs</small>	4% <small>abs</small>	*	4%	3%	*	-	3%	4%	4%	4%	1%	*	*				
Net: EE/ T-Mobile/ Orange	325	252	73	181	71	54	19	198	199	44	218	26	58	13				
	27% <small>abs</small>	26% <small>abs</small>	31% <small>abs</small>	28% <small>abs</small>	22% <small>abs</small>	31% <small>abs</small>	33% <small>abs</small>	27% <small>abs</small>	26% <small>abs</small>	24% <small>abs</small>	26% <small>abs</small>	23% <small>abs</small>	30% <small>abs</small>	42% <small>abs</small>				

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 140
 QB2b And which provider did you switch from when you most recently changed mobile phone network?
 Again, please say which company you pay for this service, not the handset manufacturer's name.
 Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
O2	184	90	94	82	64	38	100	84	126	58	161	9	4	10
	19%	19%	19%	21%	16%	20%	18%	20%	19%	18%	19%	13%	11%	48%
Orange	158	72	86	56	73	28	88	70	106	52	136	9	11	2
	16%	15%	17%	14%	19%	15%	16%	16%	16%	16%	16%	13%	23%Tjk	9%
Vodafone	144	75	69	48	67	28	71	73	105	39	124	11	5	3
	15%	16%	14%	12%	17%	15%	13%	17%	16%	12%	15%	17%	14%	15%
T-Mobile	99	44	55	31	41	26	61	38	60	41	89	8	1	-
	10%	9%	11%	8%	11%	14%	11%	9%	9%	12%	10%	12%	3%	-
EE	94	48	46	47	31	16	63	32	67	27	80	7	5	1
	10%	10%	9%	12%	8%	8%	11%	7%	10%	9%	9%	11%	13%	7%
'3' Mobile/Three	76	37	39	35	28	14	42	35	56	20	68	7	1	-
	8%	8%	8%	9%	7%	7%	7%	8%	8%	6%	8%	10%	4%	-
Virgin Media/ Any Virgin	55	29	27	19	24	12	36	20	37	19	50	4	1	*
	6%	6%	5%	5%	6%	6%	6%	5%	6%	6%	6%	6%	4%	2%
Tesco	55	36	19	19	23	13	28	27	38	17	47	5	3	1
	6%	7%	4%	5%	6%	7%	5%	6%	6%	5%	5%	7%	7%	4%
Giffgaff	31	12	19	18	11	2	17	14	19	12	27	1	2	1
	3%	3%	4%	3%	3%	1%	3%	3%	3%	4%	3%	1%	5%	5%
Talk Mobile	30	12	19	16	9	6	17	13	17	14	26	2	1	2
	3%	2%	4%	4%	2%	3%	3%	3%	3%	4%	3%	3%	2%	8%
TalkTalk	28	17	11	11	10	6	16	11	17	11	24	3	2	-
	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	-
Lebara	8	4	4	6	2	-	6	2	7	1	7	1	-	-
	1%	1%	1%	1%	1%	-	1%	*	1%	*	1%	2%	-	-
Lycatel	1	1	1	-	1	-	1	1	1	*	1	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other provider	16	7	9	7	7	3	10	6	8	8	14	1	1	-
	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%	4%	-
Net: EE/ T-Mobile/ Orange	351	165	186	134	146	70	212	139	233	118	305	25	17	3
	36%	34%	37%	34%	37%	37%	38%	33%	35%	37%	36%	36%	46%	17%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 140
 QB2b And which provider did you switch from when you most recently changed mobile phone network?
 Again, please say which company you pay for this service, not the handset manufacturer's name.
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
O2	184	184	-	127	57	-	-	124	142	35	159	21	-	-
	19%	19%	-	19%	17%	-	-	20%	19%	20%	19%	18%	-	-
Orange	158	158	-	115	43	-	-	91	123	31	135	18	-	-
	16%	16%	-	18%	13%	-	-	15%	16%	17%	16%	16%	-	-
Vodafone	144	144	-	96	48	-	-	94	110	30	126	16	-	-
	15%	15%	-	15%	15%	-	-	15%	14%	17%	15%	14%	-	-
T-Mobile	99	99	-	70	29	-	-	55	80	15	86	11	-	-
	10%	10%	-	11%	9%	-	-	9%	10%	8%	10%	10%	-	-
EE	94	94	-	58	36	-	-	62	79	12	89	6	-	-
	10%	10%	-	9%	11%	-	-	10%	10%	6%	10%	5%	-	-
'3' Mobile/Three	76	76	-	47	29	-	-	50	58	16	65	10	-	-
	8%	8%	-	7%	9%	-	-	8%	8%	9%	9%	9%	-	-
Virgin Media/ Any Virgin	55	55	-	38	17	-	-	31	45	10	49	5	-	-
	6%	6%	-	6%	5%	-	-	5%	6%	5%	6%	5%	-	-
Tesco	55	55	-	36	19	-	-	40	47	8	48	7	-	-
	6%	6%	-	6%	6%	-	-	6%	6%	4%	6%	6%	-	-
Giffgaff	31	31	-	17	14	-	-	19	22	5	24	7	-	-
	3%	3%	-	3%	4%	-	-	3%	3%	3%	3%	6%	-	-
Talk Mobile	30	30	-	18	12	-	-	20	21	8	23	6	-	-
	3%	3%	-	3%	4%	-	-	3%	3%	4%	3%	6%	-	-
TalkTalk	28	28	-	18	10	-	-	20	22	5	23	4	-	-
	3%	3%	-	3%	3%	-	-	3%	3%	3%	3%	3%	-	-
Lebara	8	8	-	5	3	-	-	8	5	3	7	*	-	-
	1%	1%	-	1%	1%	-	-	1%	1%	2%	1%	*	-	-
Lycatel	1	1	-	-	1	-	-	1	1	-	1	-	-	-
	*	*	-	-	*	-	-	*	*	-	*	-	-	-
Other provider	16	16	-	7	9	-	-	11	12	4	16	1	-	-
	2%	2%	-	1%	3%	-	-	2%	2%	2%	2%	*	-	-
Net: EE/ T-Mobile/ Orange	351	351	-	243	108	-	-	208	283	57	309	35	-	-
	36%	36%	-	37%	33%	-	-	33%	37%	32%	36%	31%	-	-

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 141
 QB3 Which, if any, of the following services do you also purchase from the same provider as your current mobile network service?
 (e.g. landline/fixed line phone, fixed broadband internet, Pay TV service)
 Base: All switchers and considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1806	870	936	601	729	476	1181	625	1204	602	1545	140	85	36
Base	1211	620	591	464	504	243	702	509	826	385	1041	86	56*	27**
Effective Base	1339	643	702	465	572	314	884	482	914	425	1142	112	62	26
Landline/fixed-line phone	231	141	90	64	100	67	116	115	150	81	201	16	8	6
		19% ^{cd}	23% ^{ab}	15%	14%	20% ^{bc}	28% ^{fed}	23%	18%	21%	19%	19%	15%	20%
Fixed broadband internet	268	158	110	95	110	62	140	128	181	87	231	16	11	9
		22%	24% ^{ab}	19%	21%	22%	26%	20%	22%	23%	22%	19%	20%	33%
Pay TV service	154	87	67	58	62	34	80	74	100	54	133	9	6	6
		13%	14%	12%	12%	14%	11%	15%	12%	14%	13%	11%	11%	22%
Other	7	6	1	2	3	2	3	4	4	2	6	1	*	-
		1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	-
None of these	863	423	440	318	374	172	512	351	580	283	735	67	43	18
		68%	75% ^{ab}	69%	74%	71%	73%	69%	70%	74%	71%	78%	77%	66%

BDRC Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 141
 QB3 Which, if any, of the following services do you also purchase from the same provider as your current mobile network service?
 (e.g. landline/fixed line phone, fixed broadband internet, Pay TV service)
 Base: All switchers and considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	1806	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	1211	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	1339	1016	356	586	491	283	76	817	817	170	911	95	293	56
Landline/fixed-line phone	231	207	24	139	68	18	6	150	162	41	178	27	21	3
		10% ^{del}	21% ^{del}	10%	21%	10%	10%	20%	21%	23%	21%	24%	11%	9%
Fixed broadband internet	268	236	32	161	75	23	8	186	186	47	208	25	26	5
		22% ^{del}	24% ^{del}	14%	25%	23%	14%	25%	24%	26%	24%	23%	13%	17%
Pay TV service	154	140	14	94	46	12	2	103	107	29	121	18	12	2
		13% ^{del}	14% ^{del}	6%	14%	14%	7%	3%	14%	16%	14%	16%	6%	6%
Other	7	6	1	2	3	1	*	5	5	-	4	1	*	1
	1%	1%	*	*	1%	*	*	1%	1%	-	*	1%	*	1%
None of these	863	669	194	433	236	147	47	492	534	112	592	65	166	24
		7% ^{del}	84% ^{del}	66%	72%	69%	52%	66%	69%	62%	70% ^{del}	58%	60% ^{del}	79%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 142
 QB4 How much do you pay on average for your mobile phone contract per month?
 Base: All switchers and considerers with mobile contracts

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1566	743	823	539	625	402	1039	527	1064	502	1340	123	72	31
Base	1071	536	535	421	439	212	629	442	740	332	924	77*	45*	26**
Effective Base	1160	546	619	416	488	265	780	405	805	356	989	98	54	23
Up to £10 (7.5)	161	80	81	31	63	66	90	71	79	82	134	17	6	4
		15% ^{col}	15%	7%	14% ^{col}	31% ^{col}	14%	16%	11%	25% ^{TI}	15%	22%	13%	17%
£11-£20 (15.5)	315	170	145	94	126	95	171	144	198	117	267	23	18	7
		29% ^{col}	32%	22%	29% ^{col}	45% ^{col}	27%	33%	27%	35% ^{TI}	29%	30%	40%	27%
£21-£30 (25.5)	281	144	137	126	126	28	171	111	217	65	244	19	11	7
		29% ^{col}	27%	30% ^{col}	29% ^{col}	13%	27%	25%	29%	19%	26%	25%	24%	28%
£31-£50 (35.5)	268	121	146	141	108	18	168	100	205	63	236	16	8	7
		29% ^{col}	23%	34% ^{TIde}	25% ^{col}	9%	27%	23%	28%	19%	26%	21%	19%	28%
£51-£80 (65.5)	39	18	21	23	13	3	22	17	33	5	36	2	1	*
		4% ^{col}	3%	6% ^{col}	3%	1%	4%	4%	9%	2%	4%	2%	2%	1%
£81-£100 (90.5)	2	1	2	2	1	-	2	-	2	-	2	-	-	-
		*	*	*	*	*	*	*	*	*	*	*	*	*
£101-£200 (149.5)	1	1	-	-	1	-	1	-	1	-	1	-	-	-
		*	*	*	*	*	*	*	*	*	*	*	*	*
More than £200 (220)	1	*	1	1	-	-	1	-	1	-	1	-	-	-
		*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	3	2	2	2	1	1	3	-	3	-	3	-	1	-
		*	*	*	*	*	1%	*	*	*	*	*	1%	*
Mean	24.23 ^{col}	23.63	24.84	28.26 ^{TIde}	24.02 ^{col}	16.69	25.00 ^{col}	23.14	26.10 ^{TI}	20.09	24.60	21.58	21.97	22.78

BDRG Continental/22052/V14

Prepared by BDRG Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 142
 QB4 How much do you pay on average for your mobile phone contract per month?
 Base: All switchers and considerers with mobile contracts

	Sample Type	Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)			
Unweighted Base		1205	361	604	601	301	60	962	955	214	1066	120	307	46			
Base		908	163	582	327	133	30*	667	710	168	785	106*	141	18*			
Effective Base		929	261	505	491	218	44	716	746	156	832	88	219	37			
Up to £10	(7.5)	161	138	23	81	56	20	3	87	113	21	126	10	21	2		
		15%	15%	14%	14%	17%	15%	11%	13%	16%	13%	16%	10%	15%	9%		
£11-£20	(15.5)	315	259	56	165	95	48	8	188	202	48	227	28	49	4		
		29%	29%	34%	28%	29%	36%	27%	28%	29%	29%	27%	35%	24%			
£21-£30	(25.5)	281	241	41	154	87	32	8	188	194	39	207	29	34	7		
		26%	26%	25%	26%	27%	24%	28%	27%	23%	26%	28%	24%	37%			
£31-£50	(35.5)	268	232	36	152	79	27	9	171	176	50	197	30	30	5		
		25%	26%	22%	26%	24%	20%	31%	26%	25%	30%	25%	29%	22%	27%		
£51-£80	(65.5)	39	32	7	24	8	6	1	28	21	10	24	6	6	*		
		4%	4%	4%	4%	2%	5%	3%	4%	3%	6%	3%	6%	4%	1%		
£81-£100	(90.5)	2	2	*	1	1	-	*	2	2	-	1	1	*	-		
		*	*	*	*	*	-	1%	*	*	-	*	1%	*	-		
£101-£200	(149.5)	1	1	*	-	1	*	*	1	-	1	1	*	*	-		
		*	*	*	*	*	-	*	*	*	*	*	*	*	-		
More than £200	(220)	1	1	*	1	-	*	-	1	-	-	-	-	-	*		
		*	*	*	*	*	-	*	*	*	*	*	*	*	2%		
Don't know		3	*	-	3	1	-	-	3	-	-	2	1	-	-		
		*	*	*	*	*	-	*	*	*	*	*	*	*	-		
Mean		24.23	24.27	24.05	24.86	23.21	23.71	25.54	25.20	23.60	26.68h	23.65	26.68i	23.67	27.42		

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 143
 QB4 How much do you top up on average per month?
 Base: All switchers and considerers with prepay

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	240	127	113	62	104	74	142	98	140	100	205	17	13	5
Base	140	84*	56*	44*	65*	31*	73	67*	86	54*	118	9**	11**	2**
Effective Base	184	99	88	49	87	53	105	80	112	72	159	15	10	5
Up to £10	(7.5) 89	51	37	22	42	25	47	41	45	44	74	7	8	1
	63%	61%	67%	51%	64%	79% ^{TC}	65%	61%	52%	61% ^{TC}	63%	70%	69%	45%
£11-£20	(15.5) 28	19	9	10	14	4	15	13	20	8	22	3	2	1
	20%	22%	16%	22%	21%	14%	21%	19%	23%	15%	19%	30%	22%	34%
£21-£30	(25.5) 14	7	7	9	4	1	6	9	13	2	13	-	1	*
	10%	9%	13%	21% ^{TC}	6%	5%	8%	13%	15% ^{TC}	3%	11%	-	6%	21%
£31-£50	(35.5) 4	3	*	-	4	-	1	3	4	-	4	-	-	-
	3%	4%	1%	-	6%	-	1%	4%	4%	-	3%	-	-	-
£51-£80	(65.5) 2	2	*	2	*	-	1	1	2	-	2	-	-	-
	2%	2%	1%	4%	1%	-	2%	1%	3%	-	2%	-	-	-
£81-£100	(90.5) 1	1	*	*	1	-	1	-	1	-	1	-	*	-
	1%	1%	1%	2%	-	-	2%	-	2%	-	1%	-	3%	-
£101-£200	(149.5) -	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £200	(220) *	*	*	*	-	-	*	-	*	-	*	-	-	-
	*	1%	-	1%	-	-	1%	-	1%	-	*	-	-	-
Don't know	1	-	1	-	*	1	*	1	*	1	1	-	-	-
	1%	-	2%	-	1%	2%	1%	1%	*	1%	1%	-	-	-
Mean	14.15 ^{TC}	15.32	12.36	18.16 ^{TC}	13.64 ^{TC}	9.48	14.89	13.34	17.21 ^{TC}	9.23	14.59	9.87	13.06	13.93

BDRG Continental/22052/V14

Prepared by BDRG Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 143
 QB4 How much do you top up on average per month?
 Base: All switchers and considerers with prepay

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	240	101	139	101	-	93	46	133	83	16	92	9	107	29
Base	140	72*	68*	72*	-**	41*	27*	77	59*	11**	65*	6**	55*	12**
Effective Base	184	88	96	88	-	66	33	106	72	14	80	8	75	20
Up to £10	(7.5)	89	45	44	45	27	17	40	37	6	42	2	34	9
		63%	63%	64%	63%	65%	63%	52%	64%	52%	65%	39%	63%	69%
£11-£20	(15.5)	28	8	19	8	11	9	17	8	*	8	1	16	3
		20%	12%	23%	12%	27%	31%	22%	14%	4%	12%	9%	29%	27%
£21-£30	(25.5)	14	11	4	11	3	1	11	6	5	9	2	4	*
		10%	18%	5%	15%	6%	4%	15%	11%	40%	13%	35%	6%	2%
£31-£50	(35.5)	4	3	*	3	*	-	3	3	*	3	-	-	*
		3%	5%	*	5%	1%	-	4%	5%	4%	5%	-	-	2%
£51-£80	(65.5)	2	2	*	2	*	-	2	2	-	2	-	*	-
		2%	2%	1%	2%	1%	-	3%	3%	-	3%	-	1%	-
£81-£100	(90.5)	1	1	-	1	-	-	1	1	-	1	*	-	-
		1%	2%	-	2%	-	-	2%	2%	-	2%	6%	-	-
£101-£200	(149.5)	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £200	(220)	*	*	-	*	-	-	*	*	-	*	-	-	-
		*	1%	-	1%	-	-	1%	1%	-	1%	-	-	-
Don't know	1	1	*	1	-	-	*	1	1	-	-	1	*	-
	1%	1%	1%	1%	-	-	1%	1%	1%	-	-	11%	1%	-
Mean	14.15	16.85b	11.32	16.85	-	11.65	10.83	17.53	17.24	16.16	16.52	20.72	11.53	10.69

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 144
QB4 SUMMARY How much do you **PAY ON AVERAGE FOR YOUR MOBILE PHONE CONTRACT / TOP UP** per month?
 Base: All switchers and considerers

		Mobile Contracts	Top-Up
Unweighted Base		4410	2352
Base		4376	2386
Effective Base		3349	1853
Up to £10	(7.5)	161 4%	89 4%
£11-£20	(15.5)	315 7%	28 1%
£21-£30	(25.5)	281 6%	14 1%
£31-£50	(35.5)	268 6%	4 *
£51-£80	(65.5)	39 1%	2 *
£81-£100	(90.5)	2 *	1 *
£101-£200	(149.5)	1 *	- *
More than £200	(220)	1 *	- *
Don't know		3 *	1 *
Not stated		3305 76%	2246 94%
Mean		24.23	14.15

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 145
 QB5 How much longer do you have left on your mobile phone contract - that is, when does your current contract run out?
 Base: All switchers and considerers with monthly contracts

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1566	743	823	539	625	402	1039	527	1064	502	1340	123	72	31
Base	1071	536	535	421	439	212	629	442	740	332	924	77*	45*	26**
Effective Base	1160	546	619	416	488	265	780	405	805	356	989	98	54	23
Am now 'out of contract'/am on a rolling one month contract	84	48	36	35	34	16	52	32	55	29	73	4	6	2
	8%	9%	7%	8%	8%	8%	8%	7%	7%	9%	8%	5%	13%	8%
Don't have a specific time limit on the contract	49	19	30	22	16	10	29	20	34	15	44	3	2	*
	5%	4%	6%	5%	4%	5%	5%	4%	5%	5%	5%	4%	4%	2%
In the next month	49	25	24	34	11	4	24	25	39	10	46	2	1	-
	5%	5%	4%	8%T(d)	3%	2%	4%	6%	5%	3%	5%	2%	3%	-
In 2-3 months	89	49	41	49	33	7	60	29	74	15	84	3	2	-
	8%	9%	8%	12%T(d)	8%	3%	10%	7%	10%	5%	9%	4%	4%	-
In 4-6 months	151	84	67	58	61	31	87	64	106	44	132	9	7	3
	14%	16%	12%	14%	14%	15%	14%	14%	14%	13%	14%	12%	16%	10%
In 7-12 months	241	122	119	84	107	50	144	97	167	74	209	13	7	12
	22%	23%	22%	20%	24%	24%	23%	22%	23%	22%	23%	16%	15%	48%
In more than 12 months	356	174	182	116	157	83	200	156	232	124	290	39	19	8
	33%	32%	34%	28%	31%T(d)	31%	32%	35%	31%	37%T(i)	31%	31%T(k)	42%	32%
Not sure when contract runs out	52	16	37	23	19	11	33	19	33	20	46	4	2	-
	5%	3%	7%T(b)	5%	4%	5%	5%	4%	4%	6%	5%	6%	5%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 145
 QB5 How much longer do you have left on your mobile phone contract - that is, when does your current contract run out?
 Base: All switchers and considerers with monthly contracts

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience			QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1566	1205	361	604	601	301	60	962	955	214	1066	120	307	46
Base	1071	908	163	582	327	133	30*	667	710	168	785	106*	141	18*
Effective Base	1160	929	261	505	491	218	44	716	746	156	832	88	219	37
Am now 'out of contract'/am on a rolling one month contract	84	53	31	35	18	26	5	57	37	15	47	5	27	2
	8%	6%	19%	6%	5%	20%	17%	8%	5%	9%	6%	5%	19%	13%
Don't have a specific time limit on the contract	49	41	8	30	11	7	1	39	34	5	34	5	7	-
	5%	5%	5%	5%	4%	5%	3%	6%	5%	3%	4%	5%	5%	-
In the next month	49	43	6	33	10	4	1	39	32	12	35	8	4	2
	5%	5%	4%	6%	3%	3%	5%	6%	4%	7%	4%	8%	3%	12%
In 2-3 months	89	74	16	55	18	11	4	66	51	22	58	14	13	2
	8%	8%	10%	10%	6%	9%	14%	10%	7%	13%	7%	13%	9%	14%
In 4-6 months	151	127	24	77	50	20	4	99	96	29	110	16	21	2
	14%	14%	15%	13%	15%	15%	12%	15%	14%	17%	14%	15%	15%	10%
In 7-12 months	241	210	31	131	79	27	4	150	167	35	180	27	26	4
	22%	23%	19%	23%	24%	20%	12%	22%	24%	21%	23%	25%	19%	23%
In more than 12 months	356	312	44	189	122	34	10	190	257	45	283	26	39	5
	33%	34%	27%	33%	37%	26%	34%	28%	36%	27%	36%	24%	28%	26%
Not sure when contract runs out	52	49	4	31	18	3	1	27	37	6	39	5	3	1
	5%	5%	2%	5%	6%	2%	2%	4%	5%	3%	5%	4%	2%	3%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 146
QB6 How did you find out what you needed to do in order to switch?
 Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Looked online at new provider's website	357	189	168	147	142	68	206	151	238	119	319	22	10	6
	36%	39%	34%	37%	36%	35%	37%	36%	36%	37%	37%	32%	26%	30%
Spoke to new provider	307	163	144	106	128	73	182	125	216	91	263	22	14	9
	31%	34%	29%	27%	33%	38%	33%	29%	33%	29%	31%	32%	36%	42%
Asked friends/family	224	84	140	110	83	31	126	99	148	76	204	13	6	2
	23%	17%	25%	23%	21%	16%	23%	23%	22%	24%	24%	19%	16%	8%
Looked online at previous provider's website	216	118	97	105	77	34	143	73	157	59	189	15	8	4
	22%	24%	20%	26%	20%	18%	26%	17%	24%	18%	22%	22%	19%	19%
Knew from previous experience switching mobile provider	191	101	89	84	77	29	116	75	136	55	164	15	7	5
	19%	21%	18%	21%	20%	15%	21%	18%	21%	17%	19%	22%	18%	23%
Spoke to previous provider	134	66	68	53	52	29	86	48	105	29	118	7	6	3
	14%	14%	14%	13%	13%	15%	16%	11%	18%	9%	14%	11%	15%	15%
Knew from previous experience switching other communication services (e.g. broadband, landline, Pay TV service etc.)	107	57	50	46	45	16	57	50	74	33	91	7	3	6
	11%	12%	10%	12%	11%	8%	10%	12%	11%	10%	11%	10%	9%	31%
Knew from previous experience switching other non-communication services (e.g. gas/electricity/car insurance)	82	50	32	31	36	15	41	41	61	21	72	7	1	3
	8%	10%	6%	8%	9%	8%	7%	10%	9%	7%	8%	10%	3%	13%
Other	35	15	20	12	14	9	21	14	19	16	32	1	2	1
	4%	3%	4%	3%	4%	4%	4%	3%	3%	5%	4%	1%	5%	4%
Don't know	53	20	32	27	21	5	28	25	36	17	48	1	3	2
	5%	4%	7%	7%	5%	3%	5%	6%	5%	5%	6%	1%	7%	10%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 146
QB6 How did you find out what you needed to do in order to switch?
Base: All switchers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience			QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-	
Base	980	980	**	653	327	-**	-**	625	769	180	851	112*	-**	-**	
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-	
Looked online at new provider's website	357	357	-	243	114	-	-	244	286	66	317	36	-	-	
	36%	36%	-	37%	35%	-	-	39%	37%	37%	37%	32%	-	-	
Spoke to new provider	307	307	-	209	98	-	-	194	245	55	268	35	-	-	
	31%	31%	-	32%	30%	-	-	31%	32%	31%	31%	31%	-	-	
Asked friends/family	224	224	-	148	76	-	-	147	172	47	201	21	-	-	
	23%	23%	-	23%	23%	-	-	23%	22%	26%	24%	19%	-	-	
Looked online at previous provider's website	216	216	-	156	60	-	-	152	167	45	184	31	-	-	
	22%	22%	-	24%	18%	-	-	24%	22%	25%	22%	28%	-	-	
Knew from previous experience switching mobile provider	191	191	-	135	56	-	-	133	156	33	172	18	-	-	
	19%	19%	-	21%	17%	-	-	21%	20%	18%	20%	16%	-	-	
Spoke to previous provider	134	134	-	100	34	-	-	91	99	30	112	18	-	-	
	14%	14%	-	15%	10%	-	-	15%	13%	16%	13%	16%	-	-	
Knew from previous experience switching other communication services (e.g. broadband, landline, Pay TV service etc.)	107	107	-	75	32	-	-	86	85	19	95	9	-	-	
	11%	11%	-	11%	10%	-	-	14%	11%	11%	11%	8%	-	-	
Knew from previous experience switching other non-communication services (e.g. gas/electricity/car insurance)	82	82	-	61	21	-	-	65	60	20	76	5	-	-	
	8%	8%	-	9%	7%	-	-	10%	8%	11%	9%	5%	-	-	
Other	35	35	-	17	17	-	-	18	27	6	30	4	-	-	
	4%	4%	-	3%	5%	-	-	3%	4%	4%	4%	3%	-	-	
Don't know	53	53	-	33	20	-	-	23	34	7	41	7	-	-	
	5%	5%	-	5%	6%	-	-	4%	4%	4%	5%	6%	-	-	

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 147
QB6 How did you find out what you needed to do in order to switch?
 Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Looked online at potential new provider's website	103	68	36	28	55	21	68	36	76	28	82	8	10	3
45%		49% ^{ab}	38%	41%	49%	41%	46%	42%	46%	41%	43%	46%	54%	51%
Looked online at current provider's website	80	51	29	18	44	19	47	33	62	18	64	7	6	4
35%		37%	31%	26%	39% ^{ab}	37%	32%	39%	35% ^{ab}	27%	34%	39%	31%	52%
Spoke to current provider	50	28	23	17	23	11	32	18	34	16	39	5	4	2
22%		20%	24%	24%	20%	22%	22%	22%	21%	24%	21%	26%	25%	33%
Knew from previous experience switching mobile provider	48	30	18	12	29	7	31	17	35	13	42	3	2	2
21%		22%	19%	18%	26% ^{ab}	14%	21%	21%	21%	19%	22%	16%	10%	24%
Asked friends/family	44	25	19	13	21	10	28	15	32	12	35	3	4	2
19%		18%	21%	19%	19%	19%	19%	18%	19%	18%	18%	17%	24%	28%
Spoke to potential new provider	41	25	16	9	22	9	27	15	31	10	34	3	3	1
18%		18%	17%	14%	20%	18%	18%	17%	19%	15%	18%	19%	16%	13%
Knew from previous experience switching other communication services (e.g. broadband, landline, Pay TV service etc.)	30	18	13	11	13	7	18	12	22	9	22	3	4	2
13%		13%	13%	16%	11%	13%	12%	14%	13%	13%	11%	15%	22%	30%
I didn't get that far	26	13	12	5	14	6	18	7	18	8	20	4	1	1
11%		10%	13%	7%	13%	13%	13%	9%	11%	11%	11%	20%	5%	11%
Knew from previous experience switching other non-communication services (e.g. gas/electricity/car insurance)	20	13	7	5	9	6	13	7	13	7	16	2	2	-
9%		9%	8%	7%	8%	11%	9%	8%	8%	10%	9%	13%	10%	-
Other	5	4	*	2	2	1	4	1	4	1	3	-	2	-
2%		3% ^{ab}	*	3%	2%	2%	3%	1%	2%	1%	1%	-	10%	-
Don't know	9	4	4	2	4	2	4	5	5	3	8	-	-	1
4%		3%	4%	4%	4%	4%	2%	6%	3%	5%	4%	-	-	8%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 147
 QB6 How did you find out what you needed to do in order to switch?
 Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Looked online at potential new provider's website	103	-	103	-	-	75	28	53	-	-	-	-	90	11
	45%	-	45%	-	-	43%	49%	45%	-	-	-	-	46%	35%
Looked online at current provider's website	80	-	80	-	-	58	22	45	-	-	-	-	70	9
	35%	-	35%	-	-	34%	38%	38%	-	-	-	-	36%	29%
Spoke to current provider	50	-	50	-	-	39	11	28	-	-	-	-	41	7
	22%	-	22%	-	-	22%	20%	24%	-	-	-	-	21%	24%
Knew from previous experience switching mobile provider	48	-	48	-	-	39	9	29	-	-	-	-	41	6
	21%	-	21%	-	-	23%	15%	24%	-	-	-	-	21%	21%
Asked friends/family	44	-	44	-	-	35	9	22	-	-	-	-	38	6
	19%	-	19%	-	-	20%	16%	18%	-	-	-	-	19%	19%
Spoke to potential new provider	41	-	41	-	-	32	9	25	-	-	-	-	36	3
	18%	-	18%	-	-	18%	16%	21%	-	-	-	-	19%	11%
Knew from previous experience switching other communication services (e.g. broadband, landline, Pay TV service etc.)	30	-	30	-	-	23	8	19	-	-	-	-	27	2
	13%	-	13%	-	-	13%	13%	16%	-	-	-	-	14%	8%
I didn't get that far	26	-	26	-	-	20	6	12	-	-	-	-	18	6
	11%	-	11%	-	-	12%	10%	10%	-	-	-	-	9%	21%T
Knew from previous experience switching other non-communication services (e.g. gas/electricity/car insurance)	20	-	20	-	-	16	4	15	-	-	-	-	20	1
	9%	-	9%	-	-	9%	7%	12%	-	-	-	-	10%um	2%
Other	5	-	5	-	-	4	*	1	-	-	-	-	4	*
	2%	-	2%	-	-	2%	*	1%	-	-	-	-	2%	1%
Don't know	9	-	9	-	-	6	2	3	-	-	-	-	6	2
	4%	-	4%	-	-	3%	4%	2%	-	-	-	-	3%	7%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 148
QB6 How did you find out what you needed to do in order to switch?
 Base: All switchers and considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1806	870	936	601	729	476	1181	625	1204	602	1545	140	85	36
Base	1211	620	591	464	504	243	702	509	826	385	1041	86	56*	27**
Effective Base	1339	643	702	465	572	314	884	482	914	425	1142	112	62	26
Looked online at (SWITCHER) new/ potential new provider's website	460	257	204	175	196	89	273	187	313	147	400	30	20	10
	38%	41%	34%	38%	39%	36%	39%	37%	38%	38%	38%	35%	35%	35%
Spoke to (SWITCHER) new/ potential new provider	348	188	160	116	150	82	209	139	247	101	297	25	17	10
	29%	30%	27%	25%	30%	34%	30%	27%	30%	26%	28%	29%	29%	35%
Looked online at (CONSIDERER) previous/ current provider's website	296	169	127	123	121	52	190	106	219	77	252	22	14	8
	24%	27%	21%	26%	24%	22%	27%	21%	27%	20%	24%	25%	25%	28%
Asked friends/family	268	109	160	123	104	41	154	114	180	89	238	16	10	4
	22%	18%	27%	27%	21%	17%	22%	22%	22%	23%	23%	19%	18%	13%
Knew from previous experience switching mobile provider	239	132	107	97	106	36	146	92	171	68	206	17	9	6
	20%	21%	18%	21%	21%	15%	21%	18%	21%	18%	20%	20%	15%	23%
Spoke to (CONSIDERER) previous/ current provider	184	94	91	69	75	40	118	66	139	46	157	12	10	5
	15%	15%	15%	15%	15%	16%	17%	13%	17%	12%	15%	14%	18%	20%
Knew from previous experience switching other communication services (e.g. broadband, landline, Pay TV service etc.)	138	75	62	57	58	23	76	62	96	41	112	10	7	8
	11%	12%	11%	12%	11%	9%	11%	12%	12%	11%	11%	11%	13%	30%
Knew from previous experience switching other non-communication services (e.g. gas/electricity/car insurance)	102	63	39	36	45	21	54	48	74	28	88	9	3	3
	8%	10%	7%	8%	9%	9%	8%	10%	9%	7%	8%	11%	5%	10%
I didn't get that far	26	13	12	5	14	6	18	7	18	8	20	4	1	1
	2%	2%	2%	1%	3%	3%	3%	1%	2%	2%	2%	4%	2%	3%
Other	39	19	20	14	16	10	25	14	23	16	34	1	4	1
	3%	3%	3%	3%	3%	4%	4%	3%	3%	4%	3%	1%	6%	3%
Don't know	61	25	37	29	25	7	32	30	41	20	56	1	3	3
	5%	4%	6%	5%	5%	3%	5%	6%	5%	5%	5%	1%	5%	10%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 148
QB6 How did you find out what you needed to do in order to switch?
 Base: All switchers and considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1806	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	1211	980	231	653	327	174	58*	744	769	180	851	112*	196	30*
Effective Base	1339	1016	356	586	491	283	76	817	817	170	911	95	293	56
Looked online at (SWITCHER) new/ potential new provider's website	460	357	103	243	114	75	28	298	286	66	317	36	90	11
	38%	36%	45% Ta	37%	35%	43%	49%	40%	37%	37%	37%	32%	46% T	35%
Spoke to (SWITCHER) new/ potential new provider	348	307	41	209	98	32	9	219	245	55	268	35	36	3
	23% bcdfim	31% d	18%	32%	30%	18%	16%	29%	32%	31%	31%	31%	19%	11%
Looked online at (CONSIDERER) previous/ current provider's website	296	216	80	156	60	58	22	197	167	45	184	31	70	9
	24% cd	22%	38% Ta	24%	18%	34% T	38% T	27%	22%	25%	22%	28%	36% T	29%
Asked friends/family	268	224	44	148	76	35	9	168	172	47	201	21	38	6
	22%	23%	19%	23%	23%	20%	16%	23%	22%	26%	24%	19%	19%	19%
Knew from previous experience switching mobile provider	239	191	48	135	56	39	9	162	156	33	172	18	41	6
	20%	19%	21%	21%	17%	23%	15%	22%	20%	18%	20%	16%	21%	21%
Spoke to (CONSIDERER) previous/ current provider	184	134	50	100	34	39	11	119	99	30	112	18	41	7
	13% d	14%	32% Ta	15%	10%	32% T	20%	16%	13%	16%	13%	16%	21% T	24%
Knew from previous experience switching other communication services (e.g. broadband, landline, Pay TV service etc.)	138	107	30	75	32	23	8	105	85	19	95	9	27	2
	11%	11%	13%	11%	10%	13%	13%	14%	11%	11%	11%	8%	14%	8%
Knew from previous experience switching other non-communication services (e.g. gas/electricity/car insurance)	102	82	20	61	21	16	4	79	60	20	76	5	20	1
	8%	8%	9%	9%	7%	9%	7%	11%	8%	11%	9%	5%	10% lm	2%
I didn't get that far	26	-	26	-	-	20	6	12	-	-	-	-	18	6
	2% accdhj	-	11% Ta	-	-	12% T	10% T	2%	-	-	-	-	9% T	21% T
Other	39	35	5	17	17	4	*	19	27	6	30	4	4	*
	3%	4%	2%	3%	3%	2%	*	3%	4%	4%	4%	3%	2%	1%
Don't know	61	53	9	33	20	6	2	26	34	7	41	7	6	2
	5%	5%	4%	5%	6%	3%	4%	4%	4%	4%	5%	6%	3%	7%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 149

QB7 When you contacted your provider to switch, did they tell you about any provider-specific benefits (such as friends and family discounts, 2 for 1 cinema tickets) that you might lose by switching away from them?
Base: All switchers and considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1598	766	832	556	641	401	1050	548	1084	514	1362	126	78	32
Base	1114	564	550	440	454	220	645	469	762	352	963	79	47*	25**
Effective Base	1204	572	638	435	504	274	801	430	829	375	1026	101	59	23
Yes	323	179	144	153	126	44	182	141	229	94	279	24	10	9
		29% ^a	32% ^b	35% ^c	28% ^d	20% ^e	28% ^f	30% ^g	30% ^h	27% ⁱ	29% ^j	31% ^k	22% ^l	37% ^m
No	548	261	286	202	220	126	329	219	365	183	461	43	29	14
	49%	46% ^a	42% ^b	46% ^c	49% ^d	51% ^e	51% ^f	47% ^g	48% ^h	52% ⁱ	48% ^j	55% ^k	32% ^l	54% ^m
Don't know/don't recall	243	124	119	85	108	50	134	109	168	76	222	11	7	2
	22%	22% ^a	22% ^b	19% ^c	24% ^d	23% ^e	21% ^f	23% ^g	22% ^h	21% ⁱ	23% ^j	14% ^k	16% ^l	9% ^m

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/h/g - T/i/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 149

QB7 When you contacted your provider to switch, did they tell you about any provider-specific benefits (such as friends and family discounts, 2 for 1 cinema tickets) that you might lose by switching away from them?
Base: All switchers and considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	1598	1306	292	705	601	237	55	994	1038	230	1158	129	243	43
Base	1114	980	134	653	327	106	29*	698	769	180	851	112*	114	17*
Effective Base	1204	1016	211	586	491	171	40	750	817	170	911	95	175	31
Yes	323	283	40	196	87	30	10	241	225	57	254	29	33	6
	29%	29%	30%	30%	26%	29%	34%	35%	29%	32%	30%	26%	29%	33%
No	548	478	69	318	160	60	9	326	377	91	409	63	60	8
	40%	49%	51%	49%	49%	57%	32%	47%	49%	51%	48%	57%	53%	48%
Don't know/don't recall	243	218	25	139	80	15	10	131	166	32	188	19	20	3
	22%	22%	19%	21%	24%	14%	34%	19%	22%	18%	22%	17%	18%	18%

BDRG Continental/22052/V14

Prepared by BDRG Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 150

QC1 When you were thinking about switching did you contact your current provider for any of the following reasons?

Base: All considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
To negotiate a better deal with my current provider	73	43	30	20	34	19	55	19	55	18	58	8	4	3
	32%	31%	32%	29%	31%	37%	37%	22%	34%	26%	31%	46%	22%	46%
To find out when my contract ended	46	29	18	14	23	9	30	17	36	10	35	4	6	2
	20%	21%	19%	21%	20%	18%	20%	20%	22%	15%	19%	19%	33%	23%
To obtain information about my contract e.g. my usage patterns/spend	37	22	15	13	19	5	24	13	29	8	29	2	5	1
	16%	16%	16%	19%	17%	10%	16%	15%	18%	12%	16%	8%	25%	21%
To obtain a code to give to my new provider (PAC)	36	23	13	8	20	8	22	14	29	7	29	3	3	1
	16%	17%	13%	12%	18%	16%	15%	17%	18%	10%	16%	18%	15%	8%
To find out what I needed to do to change provider	33	23	11	12	15	6	23	10	24	9	28	3	1	1
	14%	16%	11%	17%	14%	13%	16%	12%	15%	13%	15%	15%	7%	17%
To find out about any charges for ending my contract early	31	18	13	12	14	5	17	14	24	7	25	1	5	-
	13%	13%	13%	17%	13%	10%	11%	17%	15%	10%	13%	7%	26%	-
To cancel my service/give notice	28	17	11	10	14	5	21	7	20	8	21	2	5	*
	12%	13%	12%	14%	12%	9%	14%	9%	12%	12%	11%	10%	26%	3%
To arrange the 'stop date' in order to avoid paying both providers at the same time	15	9	6	9	6	1	10	6	11	5	14	1	-	-
	7%	7%	6%	13%	5%	2%	7%	7%	7%	7%	8%	5%	-	-
To arrange the 'stop date' in order to avoid a break in service	12	6	5	3	8	1	7	4	10	2	10	2	-	-
	5%	5%	6%	4%	7%	1%	5%	5%	6%	3%	5%	12%	-	-
I did not speak to my provider at all	66	37	29	19	30	17	38	28	40	26	53	6	6	2
	29%	27%	31%	28%	27%	34%	26%	33%	25%	35%	28%	33%	33%	25%
Other	4	3	1	2	2	*	3	1	4	*	2	*	2	-
	2%	2%	1%	3%	1%	1%	2%	1%	2%	*	1%	1%	10%	-
Don't know/don't recall	15	10	5	1	12	2	8	8	12	3	15	-	-	*
	7%	7%	6%	2%	11%	4%	5%	9%	7%	5%	8%	-	-	5%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 150
QC1 When you were thinking about switching did you contact your current provider for any of the following reasons?
 Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	500	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	356	-	-	283	76	195	-	-	-	-	293	56
To negotiate a better deal with my current provider	73	73	-	-	60	13	47	-	-	-	-	66	6
	32% ^m	32%	-	-	35%	23%	39%	-	-	-	-	33% ^m	18%
To find out when my contract ended	46	46	-	-	40	6	30	-	-	-	-	40	6
	20% ^m	20%	-	-	23%	10%	25%	-	-	-	-	21%	18%
To obtain information about my contract e.g. my usage patterns/spend	37	37	-	-	27	10	22	-	-	-	-	32	3
	16%	16%	-	-	16%	17%	18%	-	-	-	-	16%	10%
To obtain a code to give to my new provider (PAC)	36	36	-	-	29	7	20	-	-	-	-	29	6
	16%	16%	-	-	17%	12%	17%	-	-	-	-	15%	21%
To find out what I needed to do to change provider	33	33	-	-	23	10	22	-	-	-	-	26	7
	14%	14%	-	-	13%	17%	18%	-	-	-	-	13%	22%
To find out about any charges for ending my contract early	31	31	-	-	22	9	18	-	-	-	-	27	4
	13%	13%	-	-	13%	16%	16%	-	-	-	-	14%	13%
To cancel my service/give notice	28	28	-	-	22	6	15	-	-	-	-	25	3
	12%	12%	-	-	13%	10%	13%	-	-	-	-	13%	9%
To arrange the 'stop date' in order to avoid paying both providers at the same time	15	15	-	-	10	5	8	-	-	-	-	12	4
	7%	7%	-	-	6%	9%	7%	-	-	-	-	6%	12%
To arrange the 'stop date' in order to avoid a break in service	12	12	-	-	8	4	8	-	-	-	-	8	4
	5%	5%	-	-	5%	6%	7%	-	-	-	-	4%	12% ^m
I did not speak to my provider at all	66	66	-	-	46	20	25	-	-	-	-	59	7
	29%	29%	-	-	27%	34%	21%	-	-	-	-	30%	22%
Other	4	4	-	-	4	-	2	-	-	-	-	3	1
	2%	2%	-	-	2%	-	2%	-	-	-	-	2%	3%
Don't know/don't recall	15	15	-	-	12	3	5	-	-	-	-	11	3
	7%	7%	-	-	7%	5%	4%	-	-	-	-	6%	9%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 151
QC2 And at what point or points did you contact your current mobile provider?
 Base: All considerers who contacted current provider

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	187	169	95	145	116	255	101	241	115	308	26	9	13
Base	165	100	65	49*	82	34*	108	57*	123	42*	135	12**	5**
Effective Base	253	136	125	72	113	81	181	75	177	81	230	21	8
After I had looked at alternatives but before I had made a final decision	87	53	34	24	43	21	58	29	63	24	70	8	5
	53%	53%	53%	48%	52%	62%	53%	52%	51%	57%	52%	68%	39%
Before I had looked at any alternatives/contacted any other providers	40	22	18	15	19	6	29	11	30	10	31	4	5
	24%	22%	28%	30%	23%	18%	27%	20%	25%	23%	23%	29%	38%
After I had made a decision on an alternative mobile provider, but before I had signed up	22	14	8	7	11	5	14	8	16	6	19	2	1
	13%	14%	13%	14%	13%	14%	13%	15%	13%	14%	14%	14%	7%
After I had signed up with an alternative provider	8	7	1	4	3	1	4	4	6	2	8	-	-
	5%	7%	2%	8%	3%	4%	4%	6%	5%	5%	6%	-	-
Don't know/don't recall	19	11	8	6	11	2	12	8	15	4	17	*	2
	12%	11%	12%	13%	13%	6%	11%	13%	12%	11%	12%	3%	15%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 151

QC2 And at what point or points did you contact your current mobile provider?

Base: All considerers who contacted current provider

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	356	356	-	-	287	69	201	-	-	-	-	291	56
Base	165	165	**	**	127	38*	93	**	**	**	**	137	24*
Effective Base	253	253	-	-	203	51	153	-	-	-	-	205	42
After I had looked at alternatives but before I had made a final decision	87	87	-	-	73	14	55	-	-	-	-	75	10
	53%	53%	-	-	57%	37%	59%	-	-	-	-	55%	43%
Before I had looked at any alternatives/contacted any other providers	40	40	-	-	27	13	22	-	-	-	-	33	6
	24%	24%	-	-	21%	35%	23%	-	-	-	-	24%	24%
After I had made a decision on an alternative mobile provider, but before I had signed up	22	22	-	-	17	5	14	-	-	-	-	18	3
	13%	13%	-	-	13%	14%	15%	-	-	-	-	13%	13%
After I had signed up with an alternative provider	8	8	-	-	3	5	4	-	-	-	-	4	4
	5%	5%	-	-	2%	13%T	4%	-	-	-	-	3%	16%T
Don't know/don't recall	19	19	-	-	15	4	8	-	-	-	-	14	4
	12%	12%	-	-	12%	10%	9%	-	-	-	-	10%	16%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 152

QC3 Did you ask for PAC and call to cancel your service/give notice at the same time?
 Base: All considerers who called to give notice/get PAC

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	26	13	13	7	13	6	21	5	19	7	20	3	2	1
Base	14**	10**	4**	4**	8**	2**	11**	3**	11**	3**	10**	1**	3**	***
Effective Base	17	10	12	6	8	5	13	4	13	6	16	3	2	1
Yes	9	6	3	2	5	1	7	1	6	2	5	1	3	*
	63%	59%	71%	53%	64%	75%	69%	43%	57%	89%	50%	77%	100%	100%
No	3	3	*	1	2	-	1	2	3	-	3	-	-	-
	24%	29%	11%	26%	28%	-	13%	57%	29%	-	33%	-	-	-
Don't know/don't recall	2	1	1	1	1	*	2	-	2	*	2	*	-	-
	14%	12%	18%	21%	8%	25%	18%	-	14%	11%	16%	23%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 152

QC3 Did you ask for PAC and call to cancel your service/give notice at the same time?

Base: All considerers who called to give notice/get PAC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	26	-	26	-	-	24	2	15	-	-	-	-	22	4
Base	14**	-**	14**	-**	-**	12**	2**	9**	-**	-**	-**	-**	12**	2**
Effective Base	17	-	17	-	-	16	2	12	-	-	-	-	14	4
Yes	9	-	9	-	-	9	-	4	-	-	-	-	8	1
	63%	-	63%	-	-	72%	-	51%	-	-	-	-	62%	70%
No	3	-	3	-	-	2	2	3	-	-	-	-	3	-
	24%	-	24%	-	-	13%	100%	39%	-	-	-	-	27%	-
Don't know/don't recall	2	-	2	-	-	2	-	1	-	-	-	-	1	*
	14%	-	14%	-	-	15%	-	11%	-	-	-	-	11%	30%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 153

QC4 And which one did you do first?

Base: All considerers who did not request PAC/give notice at the same time

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	9	5	4	3	4	2	7	2	8	1	8	1	-	-
Base	5**	4**	1**	2**	3**	***	3**	2**	5**	***	5**	***
Effective Base	7	4	4	2	3	2	6	2	6	1	6	1	-	-
Asked for my PAC	1	1	-	-	1	-	1	-	1	-	1	-	-	-
	13%	16%	-	-	22%	-	20%	-	13%	-	13%	-	-	-
Called to cancel/give notice	2	2	*	1	1	-	1	1	2	-	2	-	-	-
	39%	39%	37%	56%	35%	-	42%	33%	41%	-	41%	-	-	-
Don't know/don't recall	3	2	1	1	1	*	1	1	2	*	2	*	-	-
	49%	44%	63%	44%	43%	100%	38%	67%	46%	100%	46%	100%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 153

QC4 And which one did you do first?

Base: All considerers who did not request PAC/give notice at the same time

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	9	-	9	-	7	2	6	-	-	-	-	8	1
Base	5**	-.**	5**	-.**	3**	2**	4**	-.**	-.**	-.**	-.**	5**	***
Effective Base	7	-	7	-	6	2	5	-	-	-	-	6	1
Asked for my PAC	1	-	1	-	1	-	1	-	-	-	-	1	-
	13%	-	13%	-	19%	-	15%	-	-	-	-	14%	-
Called to cancel/give notice	2	-	2	-	2	*	2	-	-	-	-	2	-
	39%	-	39%	-	45%	25%	47%	-	-	-	-	43%	-
Don't know/don't recall	3	-	3	-	1	1	2	-	-	-	-	2	*
	49%	-	49%	-	36%	75%	37%	-	-	-	-	43%	100%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 154
 QC5 Did your current mobile provider contact you at any point when you were considering switching? (e.g. via text, phone call or a letter etc.)
 Base: All considerers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	500	258	242	128	200	172	345	155	316	184	433	37	14	16
Base	231	137	94	68*	112	51	147	85	164	68	188	19*	18**	7**
Effective Base	356	189	176	97	159	114	241	118	233	131	322	30	13	13
Yes	52	32	21	18	25	9	32	20	41	12	44	2	4	2
		23%	22%	26%	22%	19%	22%	24%	25%	17%	24%	12%	22%	22%
No	157	96	61	38	79	39	100	57	107	50	126	15	11	5
		69%	70%	65%	56%	71% ^{bc}	68%	67%	65%	74%	67%	80%	62%	72%
Don't know/can't remember	22	10	12	12	8	2	15	8	16	6	18	1	3	*
	10%	7%	13%	17% ^{cd}	7%	5%	10%	9%	10%	9%	9%	8%	16%	5%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 154
 QC5 Did your current mobile provider contact you at any point when you were considering switching? (e.g. via text, phone call or a letter etc.)
 Base: All considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	500	-	500	-	-	394	106	258	-	-	-	-	414	75
Base	231	**	231	**	**	174	58*	118	**	**	**	**	196	30*
Effective Base	356	-	356	-	-	283	76	195	-	-	-	-	293	56
Yes	52	-	52	-	-	43	9	33	-	-	-	-	45	7
	23%	-	23%	-	-	25%	15%	28%	-	-	-	-	23%	23%
No	157	-	157	-	-	119	38	75	-	-	-	-	135	20
	68%	-	68%	-	-	68%	66%	63%	-	-	-	-	69%	64%
Don't know/can't remember	22	-	22	-	-	11	11	10	-	-	-	-	16	4
	10%	-	10%	-	-	7%	19%*	9%	-	-	-	-	8%	13%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 155
QC6 At what point did your current mobile provider contact you?
 Base: All considerers whose mobile provider contacted them

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	108	56	52	35	43	30	72	36	76	32	95	6	3	4
Base	52*	32*	21*	18**	25*	9**	32*	20**	41*	12**	44*	2**	4**	2**
Effective Base	78	40	43	30	31	23	51	28	56	26	73	5	3	3
After I had discussed alternative deals with them	19	13	7	8	8	3	14	6	16	3	17	*	2	-
Near the end of my contract period	14	6	8	3	8	3	8	6	11	3	13	*	-	1
After I had requested my code (PAC)	27%	19%	38%	17%	33%	30%	26%	28%	28%	25%	29%	10%	-	71%
After I had called to cancel my service/give notice	11	8	3	3	5	3	8	4	9	2	8	2	2	-
After I had asked about an upgrade to my existing contract	22%	26%	14%	17%	21%	34%	24%	18%	23%	18%	17%	75%	50%	-
After I had contacted them to discuss my current usage	10	6	5	5	5	1	9	1	8	2	8	*	2	-
After I had requested details about my end of contract date	20%	18%	22%	26%	20%	7%	29%	5%	21%	17%	18%	17%	50%	-
Other	10	6	4	2	5	3	5	5	7	3	10	*	-	-
Don't know	19%	19%	18%	11%	21%	29%	14%	26%	18%	23%	22%	6%	-	-
	9	5	3	2	5	1	4	5	7	2	9	-	-	-
	17%	17%	16%	14%	20%	14%	11%	26%	17%	17%	20%	-	-	-
	9	4	5	3	2	4	5	4	5	4	8	*	-	*
	17%	13%	22%	19%	7%	39%	14%	21%	13%	30%	18%	10%	-	29%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	*	-	*	-	*	-	*	*	-	-
	1%	-	2%	-	2%	-	1%	-	-	4%	-	19%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 155

QC6 At what point did your current mobile provider contact you?

Base: All considerers whose mobile provider contacted them

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	108	-	108	-	91	17	68	-	-	-	-	90	18
Base	52*	**	52*	**	43*	9**	33*	**	**	**	**	45*	7**
Effective Base	78	-	78	-	65	13	53	-	-	-	-	65	16
After I had discussed alternative deals with them	19	-	19	-	15	5	14	-	-	-	-	19	*
Near the end of my contract period	37%	-	37%	-	34%	52%	43%	-	-	-	-	42%	4%
After I had requested my code (PAC)	14	-	14	-	12	2	8	-	-	-	-	13	1
After I had called to cancel my service/give notice	27%	-	27%	-	26%	22%	24%	-	-	-	-	29%	11%
After I had asked about an upgrade to my existing contract	11	-	11	-	10	2	6	-	-	-	-	9	3
After I had contacted them to discuss my current usage	22%	-	22%	-	22%	20%	17%	-	-	-	-	19%	37%
After I had requested details about my end of contract date	10	-	10	-	9	2	6	-	-	-	-	9	1
Other	20%	-	20%	-	20%	18%	17%	-	-	-	-	20%	19%
Don't know	10	-	10	-	9	1	5	-	-	-	-	8	2
	19%	-	19%	-	20%	13%	16%	-	-	-	-	18%	26%
	9	-	9	-	8	*	6	-	-	-	-	8	1
	17%	-	17%	-	19%	4%	17%	-	-	-	-	17%	14%
	9	-	9	-	7	2	5	-	-	-	-	6	3
	17%	-	17%	-	16%	21%	16%	-	-	-	-	13%	43%
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	*	-	-	-	-	-	-	-	*
	1%	-	1%	-	1%	-	-	-	-	-	-	-	6%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 156

QC7 Do you recall why your current mobile provider contacted you?

Base: All considerers whose mobile provider contacted them

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	108	56	52	35	43	30	72	36	76	32	95	6	3	4
Base	52*	32*	21*	18**	25*	9**	32*	20**	41*	12**	44*	2**	4**	2**
Effective Base	78	40	43	30	31	23	51	28	56	26	73	5	3	3
To offer me a deal	33	19	14	10	17	6	22	11	27	6	28	1	2	1
	63%	60%	67%	55%	66%	68%	68%	54%	66%	53%	64%	53%	50%	86%
To tell me about their services	16	8	8	7	7	2	10	7	14	3	14	1	-	1
	32%	26%	40%	41%	30%	19%	30%	34%	34%	22%	33%	48%	-	61%
To give me my PAC	7	5	2	2	5	*	4	3	6	1	5	*	2	-
	14%	17%	10%	11%	20%	4%	13%	15%	15%	13%	11%	16%	50%	-
To tell me about charges I needed to pay for ending my contract early	6	3	3	2	4	1	4	2	4	2	4	-	2	-
	12%	10%	14%	9%	16%	6%	11%	12%	11%	15%	9%	-	50%	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall	3	2	1	1	1	1	1	1	*	2	3	-	-	-
	5%	6%	3%	4%	4%	12%	4%	7%	1%	19%	6%	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 156

QC7 Do you recall why your current mobile provider contacted you?
 Base: All considerers whose mobile provider contacted them

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	108	-	108	-	91	17	68	-	-	-	-	90	18
Base	52*	**	52*	**	43*	9**	33*	**	**	**	**	45*	7**
Effective Base	78	-	78	-	65	13	53	-	-	-	-	65	16
To offer me a deal	33	-	33	-	27	6	22	-	-	-	-	30	3
	63%	-	63%	-	62%	65%	67%	-	-	-	-	66%	44%
To tell me about their services	16	-	16	-	12	4	10	-	-	-	-	13	4
	32%	-	32%	-	29%	47%	31%	-	-	-	-	29%	52%
To give me my PAC	7	-	7	-	6	2	4	-	-	-	-	7	1
	14%	-	14%	-	13%	18%	13%	-	-	-	-	15%	10%
To tell me about charges I needed to pay for ending my contract early	6	-	6	-	4	2	2	-	-	-	-	5	1
	12%	-	12%	-	9%	23%	7%	-	-	-	-	12%	11%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall	3	-	3	-	3	-	2	-	-	-	-	2	1
	5%	-	5%	-	6%	-	5%	-	-	-	-	4%	13%

BDRC Continental/22052/V14

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 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 157

QD1 Once you had decided to switch i.e. you had selected an alternative mobile network provider, who did you contact first?

Base: All switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Your previous provider	236	120	116	106	89	41	139	97	169	67	201	18	9	8
	24%	25%	23%	27%	23%	21%	25%	23%	25%	21%	24%	26%	24%	39%
Your new/current provider	558	290	269	204	230	124	318	240	373	186	481	43	22	13
	57%	60%	54%	52%	59%	65%	57%	57%	56%	58%	56%	63%	58%	61%
Don't know/don't recall	185	73	112	86	72	27	98	87	121	65	172	7	7	-
	19%	15%	23%	23%	18%	14%	18%	21%	18%	20%	20%	10%	18%	-

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 157

QD1 Once you had decided to switch i.e. you had selected an alternative mobile network provider, who did you contact first?

Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	-	**	625	769	180	851	112*	-	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Your previous provider	236	-	175	61	-	-	160	178	56	210	26	-	-
	24%	-	27%	19%	-	-	26%	23%	31%	25%	23%	-	-
Your new/current provider	558	-	356	202	-	-	359	455	94	492	63	-	-
	57%	-	55%	62%	-	-	57%	59%	52%	58%	56%	-	-
Don't know/don't recall	185	-	122	64	-	-	107	136	29	148	23	-	-
	19%	-	19%	20%	-	-	17%	18%	16%	17%	21%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 158
 QD3 And at what point or points did you contact your previous mobile provider?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
After I had made a decision on an alternative mobile provider, but before I had signed up	375	193	182	165	136	74	224	151	258	117	328	26	15	7
	38%	40%	37%	42% ^{sd}	35%	38%	40%	36%	39%	37%	38%	38%	39%	32%
After I had signed up with an alternative provider	247	137	110	92	100	56	139	108	168	79	214	18	9	6
	25%	28% ^{sd}	22%	23%	25%	29%	25%	25%	25%	25%	25%	27%	25%	28%
After I had looked at alternatives but before I had made a final decision on an alternative mobile provider	225	111	113	106	92	27	124	101	169	56	197	15	7	7
	23% ^{sd}	23%	23%	27% ^{sd}	23% ^{sd}	14%	22%	24%	24% ^{sd}	17%	23%	22%	18%	33%
Don't know/don't recall	181	71	110	60	80	40	98	83	107	74	161	10	8	2
	18%	15%	22% ^{sd}	15%	21% ^{sd}	21%	18%	19%	16%	23% ^{sd}	19%	15%	22%	7%

BDRG Continental/22052/V14

Prepared by BDRG Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 158
 QD3 And at what point or points did you contact your previous mobile provider?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	-**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
After I had made a decision on an alternative mobile provider, but before I had signed up	375	-	272	103	-	-	262	289	79	326	47	-	-
	38%	-	42%	31%	-	-	42%	38%	44%	38%	42%	-	-
After I had signed up with an alternative provider	247	-	174	73	-	-	153	193	48	221	24	-	-
	25%	-	27%	22%	-	-	25%	25%	27%	26%	21%	-	-
After I had looked at alternatives but before I had made a final decision on an alternative mobile provider	225	-	146	79	-	-	160	181	41	196	25	-	-
	23%	-	22%	24%	-	-	26%	24%	23%	23%	23%	-	-
Don't know/don't recall	181	-	95	86	-	-	91	144	19	148	22	-	-
	18%	-	15%	26%	-	-	15%	19%	10%	17%	20%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 159
 QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?
 Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
To cancel my service/give notice	277	133	144	111	106	60	159	117	171	106	236	19	12	10
	28%	27%	29%	28%	27%	31%	29%	28%	26%	33%h	28%	27%	31%	50%
To obtain a code to give to my new provider (PAC)	269	141	127	93	98	77	160	108	169	100	227	21	9	12
	27%	29%	26%	24%	25%	40%Tcd	29%	26%	25%	32%h	27%	30%	23%	60%
To check how much my final bill would be	173	85	88	70	74	30	101	72	127	46	146	15	8	5
	18%	18%	18%	18%	19%	15%	18%	17%	19%	15%	17%	21%	15%	25%
To find out when my contract ended	171	88	84	77	73	20	101	71	126	45	150	10	6	5
	17%h	18%	17%	20%e	19%e	11%	18%	17%	19%	14%	18%	15%	15%	26%
To arrange the 'stop date' in order to avoid paying both providers at the same time	166	80	86	70	63	33	101	65	116	50	141	12	7	6
	17%	16%	17%	18%	16%	17%	18%	15%	18%	16%	17%	18%	19%	28%
To find out if I needed to give them a notice period to leave	151	69	82	69	61	21	90	61	106	46	135	7	5	5
	15%	14%	17%	17%e	16%	11%	16%	14%	16%	14%	16%	10%	13%	24%
To arrange the 'stop date' in order to avoid a break in service	149	84	65	56	55	38	93	56	104	44	129	11	7	1
	15%	17%	13%	14%	14%	20%	17%	13%	16%	14%	15%	17%	20%	6%
To find out what I needed to do to change provider	143	72	71	69	49	24	82	61	102	41	127	11	4	*
	15%	15%	14%	18%	13%	12%	15%	14%	15%	13%	15%	17%	9%	2%
To negotiate a better deal with my current provider	113	62	51	46	51	16	77	36	87	26	98	6	5	4
	12%	13%	10%	12%	13%	8%	14%g	9%	13%h	8%	12%	8%	12%	20%
To find out about any charges for ending my contract early	109	61	48	55	41	13	71	38	81	28	92	9	6	3
	11%	13%	10%	14%e	11%	7%	13%	9%	12%	9%	11%	13%	16%	13%
To talk about their products and services	90	44	46	53	32	6	50	40	70	20	81	3	4	2
	9%h	9%	9%	13%Tcd	9%e	3%	9%	9%	11%h	6%	10%	5%	11%	9%
To obtain information about my contract e.g. my usage patterns/spend	73	38	35	42	25	6	46	27	62	11	63	4	4	3
	7%h	8%	7%	11%e	6%	3%	8%	6%	9%h	4%	7%	5%	10%	16%
Other	26	13	13	*	13	13	15	12	10	16	20	4	1	1
	3%h	3%	3%	*	9%e	7%Tcd	3%	3%	2%	5%Th	2%	5%	4%	3%
Don't know/don't recall	149	70	79	52	62	35	73	76	87	62	133	8	6	2
	15%	15%	16%	13%	16%	18%	13%	18%h	13%	20%h	16%	12%	15%	9%
Net: PAC or cancel	443	222	221	171	169	103	256	187	282	161	378	32	17	16
	45%	46%	44%	43%	43%	54%Tcd	46%	44%	43%	51%h	44%	47%	45%	79%
Net: PAC only	166	89	77	59	63	44	96	70	112	55	142	13	5	6
	17%	18%	15%	15%	16%	23%Tcd	17%	17%	17%	17%	17%	20%	14%	29%
Net: cancelled only	174	81	94	77	71	26	95	79	114	60	151	11	8	4
	18%	17%	19%	20%	18%	13%	17%	19%	17%	19%	18%	17%	22%	19%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 159
 QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?
 Base: All switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base 980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Net: Both PAC and cancelled 103	52	51	34	35	34	64	38	57	46	86	7	3	6
10%	11%	10%	9%	9%	18% ¹⁰⁰	12%	9%	9%	14% ¹⁰⁰	10%	11%	8%	32%

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 159
 QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?
 Base: All switchers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
To cancel my service/give notice	277	277	-	175	102	-	-	175	218	57	244	30	-	-
	28%	28%	-	27%	31%	-	-	28%	28%	32%	29%	27%	-	-
To obtain a code to give to my new provider (PAC)	269	269	-	228	41	-	-	167	215	50	239	27	-	-
	27% nd	27%	-	33% nd	13%	-	-	27%	28%	28%	28%	24%	-	-
To check how much my final bill would be	173	173	-	122	51	-	-	129	136	36	153	19	-	-
	18%	18%	-	19%	16%	-	-	21%	18%	20%	18%	17%	-	-
To find out when my contract ended	171	171	-	117	54	-	-	124	124	45	156	14	-	-
	17%	17%	-	18%	17%	-	-	20%	16%	25% th	18%	13%	-	-
To arrange the 'stop date' in order to avoid paying both providers at the same time	166	166	-	114	52	-	-	104	127	37	144	21	-	-
	17%	17%	-	17%	16%	-	-	17%	16%	21%	17%	18%	-	-
To find out if I needed to give them a notice period to leave	151	151	-	105	46	-	-	111	111	39	130	20	-	-
	15%	15%	-	16%	14%	-	-	18%	14%	22% th	15%	18%	-	-
To arrange the 'stop date' in order to avoid a break in service	149	149	-	107	42	-	-	105	116	32	134	15	-	-
	15%	15%	-	16%	13%	-	-	17%	15%	18%	16%	13%	-	-
To find out what I needed to do to change provider	143	143	-	110	33	-	-	102	96	42	119	22	-	-
	15% nd	15%	-	17%	10%	-	-	16%	12%	24% th	14%	20%	-	-
To negotiate a better deal with my current provider	113	113	-	86	26	-	-	93	86	25	100	12	-	-
	12% nd	12%	-	13%	8%	-	-	15% th	11%	14%	12%	11%	-	-
To find out about any charges for ending my contract early	109	109	-	76	33	-	-	85	74	35	94	15	-	-
	11%	11%	-	12%	10%	-	-	14%	10%	19% th	11%	14%	-	-
To talk about their products and services	90	90	-	69	21	-	-	74	62	27	77	12	-	-
	9%	9%	-	11%	7%	-	-	12%	8%	15% th	9%	11%	-	-
To obtain information about my contract e.g. my usage patterns/spend	73	73	-	54	19	-	-	56	51	21	63	10	-	-
	7%	7%	-	8%	6%	-	-	9%	7%	12% th	7%	9%	-	-
Other	26	26	-	7	19	-	-	16	20	5	25	2	-	-
	3% nd	3%	-	1%	6% th	-	-	3%	3%	3%	3%	1%	-	-
Don't know/don't recall	149	149	-	72	77	-	-	71	117	13	134	7	-	-
	15% nd	15%	-	11%	24% th	-	-	11%	14%	7%	16% th	6%	-	-
Net: PAC or cancel	443	443	-	318	125	-	-	280	355	83	391	48	-	-
	45% nd	45%	-	49%	38%	-	-	45%	46%	46%	46%	43%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 159
 QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Net: PAC only	166	-	143	23	-	-	105	136	26	146	18	-	-
	17% ^{sd}	-	22% ^{sd}	7%	-	-	17%	18%	15%	17%	16%	-	-
Net: cancelled only	174	-	91	83	-	-	113	140	33	152	20	-	-
	18% ^{sd}	-	14%	26% ^{sd}	-	-	18%	18%	18%	18%	18%	-	-
Net: Both PAC and cancelled	103	-	84	18	-	-	62	78	24	92	10	-	-
	10% ^{sd}	-	13%	6%	-	-	10%	10%	14%	11%	9%	-	-

BDRC Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 160
 QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?
 Base: All PAC switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	705	330	375	253	297	155	488	217	515	190	608	47	41	9
Base	653	325	328	263	272	119	397	256	471	182	578	39*	26*	11**
Effective Base	586	272	316	215	255	120	414	189	434	153	510	39	34	8
To obtain a code to give to my new provider (PAC)	228	121	107	79	83	66	142	86	148	79	195	16	7	10
	35%	37%	33%	30%	30%	56%Tcd	36%	34%	31%	44%Tt	34%	42%	26%	84%
To cancel my service/give notice	175	83	92	71	64	40	114	61	113	62	152	9	7	7
	27%	26%	28%	27%	24%	33%Tcd	29%	24%	24%	31%Tt	26%	23%	28%	61%
To check how much my final bill would be	122	62	60	44	57	21	77	45	98	24	105	7	5	4
	19%	19%	18%	17%	21%	18%	19%	18%	21%Tt	13%	18%	18%	21%	38%
To find out when my contract ended	117	59	59	53	52	12	79	38	96	22	102	8	5	3
	18%Tcd	18%	18%	20%Tcd	19%Tcd	10%	20%	15%	20%Tcd	12%	18%	20%	18%	24%
To arrange the 'stop date' in order to avoid paying both providers at the same time	114	58	56	46	44	23	74	40	85	30	100	7	5	2
	17%	18%	17%	18%	16%	20%	19%	16%	18%	16%	17%	18%	20%	22%
To find out what I needed to do to change provider	110	54	56	53	41	15	64	46	81	28	99	9	2	*
	17%	17%	17%	20%	15%	13%	16%	18%	17%	16%	17%	23%	7%	4%
To arrange the 'stop date' in order to avoid a break in service	107	62	46	41	41	26	72	35	78	30	93	8	4	1
	16%	19%	14%	15%	15%	22%	18%	14%	16%	16%	16%	22%	17%	11%
To find out if I needed to give them a notice period to leave	105	48	58	48	45	12	69	37	81	24	98	3	3	2
	16%	15%	18%	18%	17%	10%	17%	14%	17%	13%	17%	8%	10%	16%
To negotiate a better deal with my current provider	86	48	39	34	42	11	63	24	70	17	76	3	3	4
	13%	15%	12%	13%	15%	9%	16%Tcd	9%	15%	9%	13%	8%	12%	36%
To find out about any charges for ending my contract early	76	44	32	37	32	7	54	22	62	15	66	5	4	2
	12%	14%	10%	14%Tcd	12%	6%	14%	9%	13%	8%	11%	13%	15%	16%
To talk about their products and services	69	35	34	38	26	5	37	32	53	16	62	2	3	2
	11%Tcd	11%	10%	13%Tcd	9%	4%	9%	12%	11%	9%	11%	5%	10%	16%
To obtain information about my contract e.g. my usage patterns/spend	54	29	25	29	20	5	33	21	47	7	45	3	3	3
	8%	9%	7%	11%Tcd	7%	4%	8%	8%	10%Tcd	4%	8%	7%	11%	29%
Other	7	4	4	-	3	4	5	2	2	5	6	2	-	-
	1%	1%	1%	-	1%	4%Tcd	1%	1%	*	3%Tt	1%	4%	-	-
Don't know/don't recall	72	36	36	24	35	13	36	35	48	23	63	4	5	-
	11%	11%	11%	9%	13%	11%	9%	14%	10%	13%	11%	9%	20%	-
Net: PAC or cancel	318	161	158	121	120	77	198	121	211	107	276	20	11	11
	49%	49%	48%	46%	44%	65%Tcd	50%	47%	45%	50%Tt	48%	52%	45%	100%
Net: PAC only	143	77	66	50	55	38	83	60	97	46	124	11	4	4
	22%	24%	20%	19%	20%	32%Tcd	21%	23%	21%	25%	21%	28%	17%	39%
Net: cancelled only	91	40	51	43	37	11	56	35	63	28	80	4	5	2
	14%	12%	15%	16%	14%	9%	14%	14%	13%	15%	14%	10%	19%	16%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 160
 QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?
 Base: All PAC switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Base 653	325	328	263	272	119	397	256	471	182	578	39*	26*	11**
Net: Both PAC and cancelled 84	43	41	28	28	28	59	26	51	34	72	5	2	5
13%	13%	13%	11%	10%	24% ¹⁰⁰	15%	10%	11%	18% ¹⁰⁰	12%	14%	9%	45%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 160
 QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?
 Base: All PAC switchers

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	705	705	-	705	-	-	-	452	560	126	607	84	-	-
Base	653	653	**	653	**	**	**	420	508	126	551	89*	**	**
Effective Base	586	586	-	586	-	-	-	374	470	102	509	68	-	-
To obtain a code to give to my new provider (PAC)	228	228	-	228	-	-	-	137	185	40	202	24	-	-
To cancel my service/give notice	175	175	-	175	-	-	-	105	134	40	147	26	-	-
To check how much my final bill would be	122	122	-	122	-	-	-	92	97	25	105	17	-	-
To find out when my contract ended	117	117	-	117	-	-	-	87	83	33	107	10	-	-
To arrange the 'stop date' in order to avoid paying both providers at the same time	114	114	-	114	-	-	-	72	84	29	97	16	-	-
To find out what I needed to do to change provider	110	110	-	110	-	-	-	81	72	34	89	20	-	-
To arrange the 'stop date' in order to avoid a break in service	107	107	-	107	-	-	-	72	83	25	94	13	-	-
To find out if I needed to give them a notice period to leave	105	105	-	105	-	-	-	77	72	32	87	18	-	-
To negotiate a better deal with my current provider	86	86	-	86	-	-	-	69	64	21	74	12	-	-
To find out about any charges for ending my contract early	76	76	-	76	-	-	-	60	48	28	65	11	-	-
To talk about their products and services	69	69	-	69	-	-	-	58	45	22	57	11	-	-
To obtain information about my contract e.g. my usage patterns/spend	54	54	-	54	-	-	-	41	37	15	45	9	-	-
Other	7	7	-	7	-	-	-	5	6	2	7	-	-	-
Don't know/don't recall	72	72	-	72	-	-	-	33	56	5	61	2	-	-
Net: PAC or cancel	318	318	-	318	-	-	-	195	255	59	274	41	-	-
Net: PAC only	143	143	-	143	-	-	-	90	121	20	126	16	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 160

QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?

Base: All PAC switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	653	-**	653	-**	-**	-**	420	508	126	551	89*	-**	-**
Net: cancelled only	91	-	91	-	-	-	58	70	19	71	18	-	-
	14%	-	14%	-	-	-	14%	14%	15%	13%	20%	-	-
Net: Both PAC and cancelled	84	-	84	-	-	-	47	64	20	76	8	-	-
	13%	-	13%	-	-	-	11%	13%	16%	14%	9%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 161

QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?

Base: All who called to obtain PAC

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	330	163	167	95	126	109	223	107	210	120	274	26	19	11
Base	269	141	127	93*	98	77*	160	108*	169	100*	227	21**	9**	12**
Effective Base	253	123	133	74	101	83	178	84	164	90	212	21	17	9
To obtain a code to give to my new provider (PAC)	269	141	127	93	98	77	160	108	169	100	227	21	9	12
To cancel my service/give notice	103	52	51	34	35	34	64	38	46	34	86	7	3	6
	38%	37%	40%	36%	35%	44%	40%	35%	34%	45%	38%	35%	37%	52%
To arrange the 'stop date' in order to avoid a break in service	60	38	22	16	20	24	32	28	35	25	51	7	1	*
	22%	27%	17%	17%	20%	31%	20%	26%	21%	25%	22%	36%	17%	4%
To arrange the 'stop date' in order to avoid paying both providers at the same time	60	34	26	21	20	18	41	19	38	22	49	5	2	4
	22%	24%	20%	23%	21%	23%	25%	18%	23%	22%	22%	26%	20%	31%
To find out when my contract ended	53	28	25	18	26	8	35	18	41	12	45	3	1	4
	20%	19%	20%	20%	27%	11%	22%	17%	24%	12%	20%	16%	8%	28%
To check how much my final bill would be	53	22	30	19	21	13	34	19	36	16	43	5	*	4
	20%	16%	24%	20%	21%	17%	21%	18%	21%	16%	19%	23%	5%	35%
To find out what I needed to do to change provider	46	22	24	17	17	12	30	16	33	13	39	6	1	*
	17%	15%	19%	19%	17%	15%	19%	15%	19%	13%	17%	28%	11%	4%
To find out if I needed to give them a notice period to leave	43	24	20	16	18	10	30	13	34	9	34	4	2	4
	16%	17%	16%	17%	18%	12%	19%	12%	20%	9%	15%	17%	20%	32%
To negotiate a better deal with my current provider	34	19	15	11	18	5	24	10	28	6	28	1	1	3
	12%	13%	12%	12%	19%	6%	15%	9%	16%	6%	12%	6%	13%	27%
To find out about any charges for ending my contract early	33	19	14	13	12	8	22	11	22	10	26	3	2	2
	12%	13%	11%	14%	12%	10%	13%	10%	13%	10%	11%	16%	18%	15%
To obtain information about my contract e.g. my usage patterns/spend	17	12	6	7	7	3	7	10	14	3	12	2	*	3
	6%	8%	4%	8%	7%	3%	5%	9%	9%	3%	5%	9%	5%	27%
To talk about their products and services	16	6	10	9	4	3	5	11	12	4	13	*	1	2
	6%	4%	8%	9%	4%	4%	3%	10%	7%	4%	6%	2%	9%	15%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: PAC or cancel	269	141	127	93	98	77	160	108	169	100	227	21	9	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: PAC only	166	89	77	59	63	44	96	70	112	55	142	13	5	6
	62%	63%	60%	64%	65%	56%	60%	65%	66%	55%	62%	65%	63%	48%
Net: cancelled only	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Both PAC and cancelled	103	52	51	34	35	34	64	38	57	46	86	7	3	6
	38%	37%	40%	36%	35%	44%	40%	35%	34%	45%	38%	35%	37%	52%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 161
 QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?
 Base: All who called to obtain PAC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	330	-	256	74	-	-	209	262	65	298	29	-	-
Base	269	**	228	41*	**	**	167	215	50*	239	27**	**	**
Effective Base	253	-	202	59	-	-	157	208	44	233	20	-	-
To obtain a code to give to my new provider (PAC)	269	-	228	41	-	-	167	215	50	239	27	-	-
100%	100%	-	100%	100%	-	-	100%	100%	100%	100%	100%	-	-
To cancel my service/give notice	103	-	84	18	-	-	62	78	24	92	10	-	-
38%	38%	-	37%	44%	-	-	37%	37%	48%	39%	36%	-	-
To arrange the 'stop date' in order to avoid a break in service	60	-	49	11	-	-	38	45	15	57	4	-	-
22%	22%	-	22%	27%	-	-	23%	21%	30%	24%	13%	-	-
To arrange the 'stop date' in order to avoid paying both providers at the same time	60	-	48	12	-	-	39	45	14	51	8	-	-
22%	22%	-	21%	28%	-	-	24%	21%	27%	21%	29%	-	-
To find out when my contract ended	53	-	43	10	-	-	39	37	16	49	4	-	-
20%	20%	-	19%	25%	-	-	23%	17%	31% ^h	20%	15%	-	-
To check how much my final bill would be	53	-	40	12	-	-	39	41	11	49	3	-	-
20%	20%	-	18%	30%	-	-	23%	19%	22%	21%	12%	-	-
To find out what I needed to do to change provider	46	-	40	6	-	-	28	27	17	38	8	-	-
17%	17%	-	17%	15%	-	-	17%	13%	34% ^h	16%	27%	-	-
To find out if I needed to give them a notice period to leave	43	-	37	7	-	-	33	30	13	39	5	-	-
16%	16%	-	16%	17%	-	-	20%	14%	26% ^h	16%	18%	-	-
To negotiate a better deal with my current provider	34	-	28	6	-	-	25	25	9	29	4	-	-
12%	12%	-	12%	14%	-	-	15%	11%	18%	12%	16%	-	-
To find out about any charges for ending my contract early	33	-	24	8	-	-	24	18	15	27	6	-	-
12%	12%	-	11%	20%	-	-	15%	8%	23% ^h	11%	21%	-	-
To obtain information about my contract e.g. my usage patterns/spend	17	-	14	4	-	-	14	9	6	13	4	-	-
6%	6%	-	6%	9%	-	-	8%	4%	13% ^h	6%	15%	-	-
To talk about their products and services	16	-	12	4	-	-	14	12	4	16	-	-	-
6%	6%	-	5%	10%	-	-	8%	6%	8%	7%	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: PAC or cancel	269	-	228	41	-	-	167	215	50	239	27	-	-
100%	100%	-	100%	100%	-	-	100%	100%	100%	100%	100%	-	-
Net: PAC only	166	-	143	23	-	-	105	136	26	146	18	-	-
62%	62%	-	63%	56%	-	-	63%	63%	52%	61%	64%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 161

QD4 And which, if any, of these were reasons you contacted your previous provider before you switched?

Base: All who called to obtain PAC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Base	269	-**	228	41*	-	-**	167	215	50*	239	27**	-	-**
Net: cancelled only	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Both PAC and cancelled	103	-	84	18	-	-	62	78	24	92	10	-	-
	38%		37%	44%			37%	37%	48%	39%	36%		

BDRC Continental/22052/V14

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Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 162

QD5 Did you ask for PAC and cancel your service/give notice at the same time?

Base: All switchers who contacted previous provider to get PAC/give notice

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	125	56	69	37	43	45	85	40	71	54	104	10	6	5
Base	103	52*	51*	34*	35*	34*	64*	38*	57*	46*	86*	7**	3**	6**
Effective Base	101	46	56	31	36	35	68	34	55	45	85	8	6	4
Yes	82	43	39	29	26	27	52	30	46	36	70	6	2	4
	80%	83%	77%	85%	75%	80%	81%	78%	80%	80%	82%	86%	55%	62%
No	8	4	4	2	3	3	5	3	4	3	6	1	1	-
	7%	7%	8%	5%	8%	10%	8%	7%	7%	7%	7%	14%	32%	-
Don't know/don't recall	13	5	8	4	6	3	7	6	7	6	10	-	*	2
	13%	10%	15%	11%	17%	10%	11%	15%	12%	13%	12%	-	13%	38%

BDRC Continental/22052/V14

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Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 162

QD5 Did you ask for PAC and cancel your service/give notice at the same time?
 Base: All switchers who contacted previous provider to get PAC/give notice

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	125	-	97	28	-	-	77	96	29	113	11	-	-
Base	103	**	84*	18**	-**	-**	62*	78*	24**	92*	10**	-**	-**
Effective Base	101	-	79	23	-	-	61	76	25	91	9	-	-
Yes	82	-	69	12	-	-	48	62	20	74	8	-	-
	80%	-	82%	68%	-	-	78%	79%	84%	80%	79%	-	-
No	8	-	5	3	-	-	6	6	1	7	*	-	-
	7%	-	5%	17%	-	-	9%	8%	6%	8%	1%	-	-
Don't know/don't recall	13	-	10	3	-	-	8	11	2	11	2	-	-
	13%	-	12%	15%	-	-	13%	14%	10%	12%	19%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 163

QD5 Did you ask for PAC and cancel your service/give notice at the same time?
Base: All PAC switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base 97	44	53	28	31	38	73	24	59	38	82	7	4	4
Base 84*	43*	41*	28**	28**	28**	59*	26**	51*	34*	72*	5**	2**	5**
Effective Base 79	37	44	24	26	29	59	21	47	32	68	5	4	3
Yes 69	36	33	25	21	23	48	21	40	29	59	5	1	4
	82%	81%	88%	77%	82%	82%	83%	80%	87%	82%	100%	55%	78%
No 5	3	2	1	2	2	4	1	4	1	4	-	1	-
	5%	4%	5%	5%	6%	6%	4%	7%	3%	5%	-	45%	-
Don't know/don't recall 10	4	6	2	5	3	7	3	7	4	9	-	-	1
	12%	14%	7%	18%	12%	12%	13%	13%	11%	13%	-	-	22%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 163

QD5 Did you ask for PAC and cancel your service/give notice at the same time?
Base: All PAC switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	97	-	97	-	-	-	54	74	23	88	8	-	-
Base	84*	-.**	84*	-.**	-.**	-.**	47*	64*	20**	76*	8**	-.**	-.**
Effective Base	79	-	79	-	-	-	43	59	20	71	7	-	-
Yes	69	-	69	-	-	-	38	52	17	62	7	-	-
	82%	-	82%	-	-	-	81%	81%	86%	82%	86%	-	-
No	5	-	5	-	-	-	3	4	1	5	-	-	-
	5%	-	5%	-	-	-	7%	6%	4%	6%	-	-	-
Don't know/don't recall	10	-	10	-	-	-	6	8	2	9	1	-	-
	12%	-	12%	-	-	-	12%	13%	10%	12%	14%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 164

QD5 Did you ask for PAC and cancel your service/give notice at the same time?

Base: All who called to obtain PAC (all asked)

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	125	56	69	37	43	45	85	40	71	54	104	10	6	5
Base	103	52*	51*	34*	35*	34*	64*	38*	57*	46*	86*	7**	3**	6**
Effective Base	101	46	56	31	36	35	68	34	55	45	85	8	6	4
Yes	82	43	39	29	26	27	52	30	46	36	70	6	2	4
	80%	83%	77%	85%	75%	80%	81%	78%	80%	80%	82%	86%	55%	62%
No	8	4	4	2	3	3	5	3	4	3	6	1	1	-
	7%	7%	8%	5%	8%	10%	8%	7%	7%	7%	7%	14%	32%	-
Don't know/don't recall	13	5	8	4	6	3	7	6	7	6	10	-	*	2
	13%	10%	15%	11%	17%	10%	11%	15%	12%	13%	12%	-	13%	38%

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 164

QD5 Did you ask for PAC and cancel your service/give notice at the same time?

Base: All who called to obtain PAC (all asked)

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	125	-	97	28	-	-	77	96	29	113	11	-	-
Base	103	**	84*	18**	-**	-**	62*	78*	24**	92*	10**	-**	-**
Effective Base	101	-	79	23	-	-	61	76	25	91	9	-	-
Yes	82	-	69	12	-	-	48	62	20	74	8	-	-
	80%	-	82%	68%	-	-	78%	79%	84%	80%	79%	-	-
No	8	-	5	3	-	-	6	6	1	7	*	-	-
	7%	-	5%	17%	-	-	9%	8%	6%	8%	1%	-	-
Don't know/don't recall	13	-	10	3	-	-	8	11	2	11	2	-	-
	13%	-	12%	15%	-	-	13%	14%	10%	12%	19%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 165

QD6 And which one did you do first?

Base: All switchers who did not get PAC/give notice at the same time

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	25	10	15	7	11	7	17	8	14	11	19	1	3	2
Base	21**	9**	12**	5**	9**	7**	12**	9**	11**	9**	16**	1**	1**	2**
Effective Base	20	8	13	5	10	5	14	7	11	9	15	1	3	2
Asked for my PAC	4	2	2	2	1	1	4	-	3	1	3	-	1	-
	20%	23%	18%	41%	8%	20%	34%	-	24%	15%	22%	-	49%	-
Cancelled/gave notice	8	3	5	3	2	3	3	5	2	6	6	1	*	1
	41%	35%	45%	59%	23%	50%	26%	63%	19%	67%	37%	100%	22%	55%
Don't know/don't recall	8	4	4	-	6	2	5	3	6	2	7	-	*	1
	39%	42%	37%	-	69%	30%	40%	37%	56%	18%	41%	-	29%	45%

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 165

QD6 And which one did you do first?

Base: All switchers who did not get PAC/give notice at the same time

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	25	25	-	16	9	-	-	17	20	5	22	3	-	-
Base	21**	21**	-.**	15**	6**	-.**	-.**	14**	17**	4**	19**	2**	-.**	-.**
Effective Base	20	20	-	14	7	-	-	14	16	4	18	2	-	-
Asked for my PAC	4	4	-	4	*	-	-	3	4	-	4	*	-	-
	20%	20%	-	27%	2%	-	-	21%	25%	-	21%	7%	-	-
Cancelled/gave notice	8	8	-	4	4	-	-	5	7	2	8	-	-	-
	41%	41%	-	27%	77%	-	-	36%	40%	45%	45%	-	-	-
Don't know/don't recall	8	8	-	7	1	-	-	6	6	2	6	2	-	-
	39%	39%	-	46%	20%	-	-	43%	35%	55%	33%	93%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 166
 QD6 And which one did you do first?
 Base: All PAC switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	705	330	375	253	297	155	488	217	515	190	608	47	41	9
Base	653	325	328	263	272	119	397	256	471	182	578	39*	26*	11**
Effective Base	586	272	316	215	255	120	414	189	434	153	510	39	34	8
Asked for my PAC	4	2	2	2	1	1	4	-	3	1	3	-	1	-
	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%	-	3%	-
Cancelled/gave notice	4	2	2	1	1	2	2	2	2	2	4	-	*	-
	1%	1%	1%	1%	*	1%	*	1%	*	1%	1%	-	1%	-
Don't know/don't recall	7	3	4	-	5	2	5	2	6	1	6	-	-	1
	1%	1%	1%	-	2%	2%	1%	1%	1%	1%	1%	-	-	10%
Not stated	638	318	320	259	266	114	387	252	460	178	565	39	24	10
	98%	98%	98%	99%	98%	96%	97%	98%	98%	98%	98%	100%	96%	90%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 166
 QD6 And which one did you do first?
 Base: All PAC switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience			QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
Unweighted Base	705	-	705	-	-	-	452	560	126	607	84	-	-	
Base	653	-**	653	-**	-**	-**	420	508	126	551	89*	-**	-**	
Effective Base	586	-	586	-	-	-	374	470	102	509	68	-	-	
Asked for my PAC	4	-	4	-	-	-	3	4	-	4	-	-	-	
	1%	-	1%	-	-	-	1%	1%	-	1%	-	-	-	
Cancelled/gave notice	4	-	4	-	-	-	1	3	1	4	-	-	-	
	1%	-	1%	-	-	-	*	1%	1%	1%	-	-	-	
Don't know/don't recall	7	-	7	-	-	-	5	5	2	6	1	-	-	
	1%	-	1%	-	-	-	1%	1%	2%	1%	1%	-	-	
Not stated	638	-	638	-	-	-	411	496	123	537	88	-	-	
	98%	-	98%	-	-	-	98%	98%	98%	98%	99%	-	-	

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 167
 QD6 And which one did you do first?
 Base: All who called to obtain PAC (all answering)

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	25	10	15	7	11	7	17	8	14	11	19	1	3	2
Base	21**	9**	12**	5**	9**	7**	12**	9**	11**	9**	16**	1**	1**	2**
Effective Base	20	8	13	5	10	5	14	7	11	9	15	1	3	2
Asked for my PAC	4	2	2	2	1	1	4	-	3	1	3	-	1	-
	20%	23%	18%	41%	8%	20%	34%	-	24%	15%	22%	-	49%	-
Cancelled/gave notice	8	3	5	3	2	3	3	5	2	6	6	1	*	1
	41%	35%	45%	59%	23%	50%	26%	63%	19%	67%	37%	100%	22%	55%
Don't know/don't recall	8	4	4	-	6	2	5	3	6	2	7	-	*	1
	39%	42%	37%	-	69%	30%	40%	37%	56%	18%	41%	-	29%	45%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 167

QD6 And which one did you do first?

Base: All who called to obtain PAC (all answering)

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	25	-	16	9	-	-	17	20	5	22	3	-	-
Base	21**	..	15**	6**	14**	17**	4**	19**	2**
Effective Base	20	-	14	7	-	-	14	16	4	18	2	-	-
Asked for my PAC	4	-	4	*	-	-	3	4	-	4	*	-	-
	20%	-	27%	2%	-	-	21%	25%	-	21%	7%	-	-
Cancelled/gave notice	8	-	4	4	-	-	5	7	2	8	-	-	-
	41%	-	27%	77%	-	-	36%	40%	45%	45%	-	-	-
Don't know/don't recall	8	-	7	1	-	-	6	6	2	6	2	-	-
	39%	-	46%	20%	-	-	43%	35%	55%	33%	93%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 168
 QD6 And which one did you do first?
 Base: All switchers

Total (T)	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Asked for my PAC	4	2	2	2	1	1	4	-	3	1	3	-	1	-
	*	*	*	1%	*	1%	1%	-	*	*	*	-	2%	-
Cancelled/gave notice	8	3	5	3	2	3	3	5	2	6	6	1	*	1
	1%	1%	1%	1%	1%	2%	1%	1%	*	2%	1%	1%	1%	7%
Don't know/don't recall	8	4	4	-	6	2	5	3	6	2	7	-	*	1
	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	-	1%	5%
Not routed	959	474	485	391	383	185	543	416	651	308	838	67	37	18
	98%	98%	98%	99%	98%	97%	98%	98%	98%	97%	98%	99%	96%	88%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 168
 QD6 And which one did you do first?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Asked for my PAC	4	-	4	*	-	-	3	4	-	4	*	-	-
	*	-	1%	*	-	-	*	1%	-	*	*	-	-
Cancelled/gave notice	8	-	4	4	-	-	5	7	2	8	-	-	-
	1%	-	1%	1%	-	-	1%	1%	1%	1%	-	-	-
Don't know/don't recall	8	-	7	1	-	-	6	6	2	6	2	-	-
	1%	-	1%	*	-	-	1%	1%	1%	1%	2%	-	-
Not routed	959	-	638	321	-	-	612	752	176	832	110	-	-
	98%	-	98%	98%	-	-	98%	98%	98%	98%	98%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 169
 QD8 And still thinking about the conversations you had with your previous provider when switching, which of the following words would you use to describe this contact?
 Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Helpful	312	159	153	115	118	79	181	131	193	119	275	18	16	3
	32%	33%	31%	29%	30%	41% ^{Test}	33%	31%	29%	36% ^{Test}	32%	26%	43% ^{Test}	14%
Time-consuming	279	135	144	119	109	51	168	111	186	93	239	21	10	10
	28%	28%	29%	30%	28%	27%	30%	26%	28%	29%	28%	30%	27%	48%
Frustrating	234	122	112	97	92	45	134	100	161	73	193	22	11	9
	24%	25%	22%	25%	23%	24%	24%	23%	24%	23%	23%	33% ^{Test}	28%	41%
Informative	227	104	123	102	88	37	131	96	152	75	205	12	8	1
	23%	22%	25%	26%	22%	19%	24%	23%	23%	24%	24%	18%	22%	4%
Unhelpful	180	94	87	72	74	34	96	85	130	51	148	20	7	6
	18%	19%	17%	18%	19%	18%	17%	20%	20%	16%	17%	29% ^{Test}	17%	29%
Essential	180	82	99	73	74	33	106	74	125	56	161	10	5	4
	18%	17%	20%	19%	19%	17%	19%	17%	19%	18%	19%	15%	14%	18%
Reassuring	128	67	62	58	47	23	69	59	79	50	116	5	4	3
	13%	14%	12%	15%	12%	12%	12%	14%	12%	16%	14%	7%	12%	13%
Unnecessary	120	49	72	63	39	18	73	47	80	41	106	8	3	3
	12%	10%	14% ^{Test}	16% ^{Test}	10%	10%	13%	11%	12%	13%	12%	11%	8%	16%
Net: Positive	526	261	265	216	203	106	303	223	346	180	467	29	21	9
	54% ^{Test}	54%	53%	55%	52%	55%	55%	53%	52%	57%	55% ^{Test}	42%	55%	45%
Net: Negative	444	217	227	196	172	77	259	186	314	131	380	35	17	12
	45%	45%	46%	49% ^{Test}	44%	40%	47%	44%	47%	41%	45%	52%	46%	58%
Don't know	102	46	55	32	44	26	52	50	65	36	93	6	3	-
	10%	10%	11%	8%	11%	13% ^{Test}	9%	12%	10%	11%	11%	9%	8%	-

BDRG Continental/22052/V14

Prepared by BDRG Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 169
 QD8 And still thinking about the conversations you had with your previous provider when switching, which of the following words would you use to describe this contact?
 Base: All switchers

	Total (T)	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)					
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-					
Base	980	980	**	653	327	**	**	625	769	180	851	112*	**	**					
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-					
Helpful	312	312	-	233	79	-	-	186	287	22	290	20	-	-					
	32%dk	32%	-	36%	24%	-	-	30%	37%T	13%	34%dk	18%	-	-					
Time-consuming	279	279	-	179	100	-	-	194	179	92	241	33	-	-					
	20%dk	28%	-	27%	31%	-	-	31%	23%	54%dk	28%	29%	-	-					
Frustrating	234	234	-	140	94	-	-	161	137	92	196	36	-	-					
	24%dk	24%	-	21%	29%T	-	-	26%	18%	51%dk	23%	32%	-	-					
Informative	227	227	-	164	64	-	-	144	208	16	211	13	-	-					
	23%dk	23%	-	25%	19%	-	-	23%	27%dk	9%	25%dk	12%	-	-					
Unhelpful	180	180	-	113	67	-	-	122	104	73	151	27	-	-					
	18%dk	18%	-	17%	21%	-	-	19%	14%	41%dk	18%	24%	-	-					
Essential	180	180	-	133	47	-	-	121	154	22	162	15	-	-					
	18%dk	18%	-	20%	14%	-	-	19%	20%	12%	19%	14%	-	-					
Reassuring	128	128	-	99	29	-	-	97	111	15	116	12	-	-					
	13%dk	13%	-	15%	9%	-	-	16%	14%dk	9%	14%	11%	-	-					
Unnecessary	120	120	-	69	51	-	-	76	89	29	100	20	-	-					
	12%dk	12%	-	11%	16%	-	-	12%	12%	16%	12%	17%	-	-					
Net: Positive	526	526	-	378	148	-	-	334	468	48	474	45	-	-					
	54%dk	54%	-	58%	45%	-	-	53%	61%T	27%	60%dk	40%	-	-					
Net: Negative	444	444	-	286	158	-	-	304	298	138	371	68	-	-					
	45%dk	45%	-	44%	49%	-	-	49%	39%	77%dk	44%	51%dk	-	-					
Don't know	102	102	-	53	49	-	-	55	80	5	86	9	-	-					
	10%dk	10%	-	8%	15%T	-	-	9%	10%dk	3%	10%	8%	-	-					

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 170
 QD9 Did your previous mobile provider contact you at any point just before or after you had decided to change provider? (e.g. via text, phone call or a letter etc.)
 Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Yes	249	137	113	124	94	32	148	101	187	63	221	15	8	5
		25% ^{ai}	28% ^{ab}	23%	31% ^{Tde}	24% ^{ae}	27%	24%	28%	20%	26%	22%	21%	26%
No	556	272	283	193	224	139	322	234	355	201	469	49	25	12
		57% ^{ac}	56%	57%	49% ^{Tcd}	57% ^{Tcd}	58%	55%	54%	63% Th	55%	73% ^{Tl}	67%	60%
Don't know/can't remember	175	74	101	79	74	22	86	89	120	54	164	3	5	3
		13% ^{ad}	15%	20% ^{Tce}	20% ^{Tce}	11%	15%	21% ^{Td}	18%	17%	19% ^{Td}	5%	13%	14%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 170
 QD9 Did your previous mobile provider contact you at any point just before or after you had decided to change provider? (e.g. via text, phone call or a letter etc.)
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes	249	-	182	67	-	-	198	190	59	226	23	-	-
	25%	-	28%	21%	-	-	32%	25%	33%	27%	21%	-	-
No	556	-	349	207	-	-	326	450	91	486	64	-	-
	57%	-	53%	43%	-	-	52%	59%	51%	57%	57%	-	-
Don't know/can't remember	175	-	122	52	-	-	101	128	30	139	25	-	-
	18%	-	19%	16%	-	-	16%	17%	16%	16%	22%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 171
 QD10 At what point did your previous mobile provider contact you?
 Base: All switchers whose mobile provider contacted them

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	313	167	146	142	124	47	208	105	240	73	272	21	15	5
Base	249	137	113	124	94	32*	148	101*	187	63*	221	15**	8**	5**
Effective Base	247	132	115	115	100	32	162	88	187	60	214	18	12	4
After I had called to cancel my service	111	67	44	44	47	20	60	51	80	31	99	7	5	-
	45%	49%	39%	36%	50%	63%	41%	51%	43%	50%	45%	50%	59%	-
After I had requested my code (PAC)	76	46	31	33	27	17	45	31	53	24	67	5	2	3
	31%	33%	27%	26%	28%	54%	31%	30%	28%	38%	30%	34%	21%	52%
Near the end of my contract period	55	30	25	35	15	5	33	22	40	15	49	1	3	2
	22%	22%	22%	23%	16%	17%	22%	21%	21%	24%	22%	10%	36%	33%
After I had requested details about my end of contract date	48	28	20	21	21	6	33	16	40	9	45	3	-	1
	19%	21%	18%	17%	22%	19%	22%	16%	21%	14%	20%	18%	-	15%
After I had discussed alternative deals with them	33	21	12	16	13	4	20	14	26	7	32	1	-	-
	13%	15%	11%	13%	14%	12%	13%	13%	14%	12%	14%	10%	-	-
After I had asked about an upgrade to my existing contract	31	16	15	18	9	4	23	7	27	4	29	1	-	-
	12%	12%	13%	14%	9%	14%	16%	7%	14%	6%	13%	9%	-	-
After I had contacted them to discuss my current usage	23	14	9	12	10	1	10	13	17	6	20	1	1	-
	9%	10%	8%	10%	11%	3%	6%	13%	9%	10%	9%	10%	13%	-
Other	4	2	2	1	1	1	1	2	2	2	4	-	-	-
	1%	1%	2%	1%	1%	2%	1%	2%	1%	3%	2%	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 171
 QD10 At what point did your previous mobile provider contact you?
 Base: All switchers whose mobile provider contacted them

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	313	-	193	120	-	-	248	241	71	285	27	-	-
Base	249	**	182	67*	**	**	198	190	59*	226	23**	**	**
Effective Base	247	-	161	98	-	-	195	191	55	225	21	-	-
After I had called to cancel my service	111	-	72	39	-	-	89	86	25	108	3	-	-
45%	45%	-	40%	58%	-	-	45%	46%	42%	48%	15%	-	-
After I had requested my code (PAC)	76	-	67	9	-	-	56	60	17	69	7	-	-
31%	31%	-	37%	14%	-	-	28%	31%	28%	31%	31%	-	-
Near the end of my contract period	55	-	37	18	-	-	41	44	11	50	5	-	-
22%	22%	-	20%	26%	-	-	21%	23%	18%	22%	20%	-	-
After I had requested details about my end of contract date	48	-	38	11	-	-	43	34	15	43	5	-	-
19%	19%	-	21%	16%	-	-	22%	18%	25%	19%	23%	-	-
After I had discussed alternative deals with them	33	-	24	9	-	-	26	23	10	31	2	-	-
13%	13%	-	13%	14%	-	-	13%	12%	16%	14%	10%	-	-
After I had asked about an upgrade to my existing contract	31	-	25	6	-	-	27	26	4	29	2	-	-
12%	12%	-	13%	9%	-	-	14%	14%	7%	13%	7%	-	-
After I had contacted them to discuss my current usage	23	-	18	5	-	-	22	18	5	21	1	-	-
9%	9%	-	10%	8%	-	-	11%	9%	9%	9%	6%	-	-
Other	4	-	2	1	-	-	2	2	2	4	-	-	-
1%	1%	-	1%	2%	-	-	1%	1%	3%	2%	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 172
 QD11 Do you recall why your previous mobile provider contacted you?
 Base: All switchers whose mobile provider contacted them

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	313	167	146	142	124	47	208	105	240	73	272	21	15	5
Base	249	137	113	124	94	32*	148	101*	187	63*	221	15**	8**	5**
Effective Base	247	132	115	115	100	32	162	88	187	60	214	18	12	4
To offer me a better deal/ talk about renewal offers	125 50%	72 52%	53 47%	59 47%	50 53%	17 52%	71 48%	54 54%	96 51%	29 46%	110 50%	8 51%	3 37%	4 83%
To tell me about their services	71 28%	35 25%	36 32%	40 33%	26 28%	4 13%	39 26%	32 32%	56 30%	15 23%	62 28%	4 29%	3 33%	2 35%
To give me my PAC	53 21%	36 23%	17 15%	26 21%	22 23%	5 16%	35 24%	18 18%	42 22%	12 19%	49 22%	* 3%	3 32%	1 17%
To tell me about charges I needed to pay for ending my contract early	53 21%	25 18%	27 24%	30 25%	18 19%	4 13%	33 22%	20 19%	40 21%	13 20%	47 21%	4 28%	1 10%	-
Other	16 6%	9 7%	6 6%	2 2%	8 9%	5 17%	11 8%	4 4%	10 5%	6 9%	15 7%	1 4%	-	-
Don't know/don't recall	12 5%	6 4%	6 6%	9 7%	3 3%	-	5 4%	7 7%	8 4%	4 7%	11 5%	-	*	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 172
 QD11 Do you recall why your previous mobile provider contacted you?
 Base: All switchers whose mobile provider contacted them

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	313	-	193	120	-	-	248	241	71	285	27	-	-
Base	249	**	182	67*	-**	-**	198	190	59*	226	23**	-**	-**
Effective Base	247	-	161	98	-	-	195	191	55	225	21	-	-
To offer me a better deal/ talk about renewal offers	125 50%	-	88 48%	37 55%	-	-	99 50%	92 49%	33 55%	113 50%	12 52%	-	-
To tell me about their services	71 28%	-	53 29%	17 26%	-	-	60 30%	52 27%	19 32%	69 31%	1 6%	-	-
To give me my PAC	53 21%	-	44 24%	9 13%	-	-	46 23%	38 20%	15 25%	44 19%	10 42%	-	-
To tell me about charges I needed to pay for ending my contract early	53 21%	-	42 23%	10 15%	-	-	47 24%	38 20%	14 24%	47 21%	5 22%	-	-
Other	16 6%	-	11 6%	4 7%	-	-	9 4%	11 6%	5 8%	14 6%	2 7%	-	-
Don't know/don't recall	12 5%	-	6 3%	6 9%	-	-	7 4%	10 5%	1 2%	12 5%	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 173
 QD12a How did you contact your new provider when switching your service?
 Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
On the phone (mobile provider)	318	160	158	129	131	59	167	151	223	95	274	27	13	5
	32%	33%	32%	33%	33%	31%	30%	36%	34%	30%	32%	40%	33%	22%
In-store (mobile provider)	219	102	117	91	76	52	131	87	149	70	195	8	8	7
	22%	21%	24%	23%	19%	27%	24%	21%	22%	22%	23%	12%	22%	35%
Online via email (mobile provider)	124	68	56	51	48	25	67	57	77	47	108	10	4	2
	13%	14%	11%	13%	12%	13%	12%	13%	12%	15%	13%	15%	10%	9%
In-store (through a third party, e.g. Carphone Warehouse)	120	53	66	46	53	21	72	48	84	35	105	7	8	1
	12%	11%	13%	11%	14%	11%	13%	11%	13%	11%	12%	10%	10%	2%
Online via web-chat (mobile provider)	113	67	46	47	46	20	73	39	78	35	99	6	5	4
	12%	14%	9%	12%	12%	10%	13%	9%	12%	11%	12%	9%	13%	17%
Online (through a third party, e.g. Carphone Warehouse)	108	52	56	55	44	9	64	44	77	31	94	9	2	3
	11%	11%	11%	14%	11%	5%	12%	10%	12%	10%	11%	13%	5%	14%
On the phone (through a third party, e.g. Carphone Warehouse)	88	44	44	41	35	12	54	34	66	23	83	3	2	*
	9%	9%	9%	10%	9%	6%	10%	8%	10%	7%	10%	5%	4%	1%
Other	33	19	14	6	16	11	16	17	17	16	28	3	1	-
	3%	4%	3%	2%	4%	6%	3%	4%	3%	9%	3%	5%	3%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 173
QD12a How did you contact your new provider when switching your service?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	-	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
On the phone (mobile provider)	318	-	224	94	-	-	212	244	69	277	40	-	-
32%	32%	-	34%	29%	-	-	34%	32%	39%	33%	36%	-	-
In-store (mobile provider)	219	-	145	74	-	-	125	178	27	192	20	-	-
22%	22%	-	22%	23%	-	-	20%	23%	15%	23%	18%	-	-
Online via email (mobile provider)	124	-	85	39	-	-	86	93	27	109	12	-	-
13%	13%	-	13%	12%	-	-	14%	12%	15%	13%	11%	-	-
In-store (through a third party, e.g. Carphone Warehouse)	120	-	86	33	-	-	79	92	25	97	20	-	-
12%	12%	-	13%	10%	-	-	13%	12%	14%	11%	18%	-	-
Online via web-chat (mobile provider)	113	-	75	38	-	-	85	98	13	106	7	-	-
12%	12%	-	12%	12%	-	-	14%	13%	7%	12%	6%	-	-
Online (through a third party, e.g. Carphone Warehouse)	108	-	62	46	-	-	72	82	22	94	13	-	-
11%	11%	-	10%	14%	-	-	12%	11%	12%	11%	12%	-	-
On the phone (through a third party, e.g. Carphone Warehouse)	88	-	68	20	-	-	65	63	22	69	17	-	-
9%	9%	-	10%	6%	-	-	10%	8%	12%	8%	15%	-	-
Other	33	-	16	17	-	-	19	24	6	30	1	-	-
3%	3%	-	2%	5%	-	-	3%	3%	3%	4%	1%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 174
QD12a/b And which was the main method?
Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
On the phone (mobile provider)	279	137	143	111	116	52	150	130	195	85	238	25	12	5
	29%	28%	29%	28%	30%	27%	27%	31%	29%	27%	28%	37%	32%	22%
In-store (mobile provider)	203	91	112	82	72	49	119	83	137	66	180	8	8	7
	21% ^h	19%	22%	21%	18%	26% ^d	22%	20%	21%	21%	21% ^h	11%	21%	35%
Online via email (mobile provider)	106	61	46	40	44	22	57	49	66	40	91	10	3	2
	11%	13%	9%	10%	11%	11%	10%	12%	10%	13%	11%	15%	9%	9%
In-store (through a third party, e.g. Carphone Warehouse)	106	45	61	38	47	21	62	44	73	33	92	7	7	1
	11%	9%	12%	10%	12%	11%	11%	10%	11%	10%	11%	10%	19%	2%
Online (through a third party, e.g. Carphone Warehouse)	95	44	51	52	36	8	57	38	67	29	83	8	2	3
	10% ^h	9%	10%	13% ^h	9% ^h	4%	10%	9%	10%	9%	10%	11%	5%	14%
Online via web-chat (mobile provider)	85	47	38	36	31	18	55	30	56	29	73	5	3	4
	9%	10%	8%	9%	8%	10%	10%	7%	8%	9%	9%	8%	7%	17%
On the phone (through a third party, e.g. Carphone Warehouse)	74	41	33	32	31	11	41	33	53	20	69	2	2	*
	8%	8%	7%	8%	8%	6%	7%	8%	8%	6%	8%	4%	4%	1%
Other	31	18	13	6	15	11	14	17	15	16	27	3	1	-
	3%	4%	3%	1%	4% ^c	6% ^d	3%	4%	2%	9% ^h	3%	5%	3%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 174
QD12a/b And which was the main method?
Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	-	**	625	769	180	851	112*	-	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
On the phone (mobile provider)	279	-	196	84	-	-	181	219	56	244	34	-	-
29%	29%	-	30%	26%	-	-	29%	28%	31%	29%	31%	-	-
In-store (mobile provider)	203	-	133	70	-	-	112	165	25	179	17	-	-
31%	21%	-	20%	22%	-	-	18%	23%	14%	21%	16%	-	-
Online via email (mobile provider)	106	-	72	34	-	-	71	78	25	91	12	-	-
11%	11%	-	11%	10%	-	-	11%	10%	14%	11%	11%	-	-
In-store (through a third party, e.g. Carphone Warehouse)	106	-	75	31	-	-	66	81	23	85	18	-	-
11%	11%	-	12%	9%	-	-	10%	11%	13%	10%	17%	-	-
Online (through a third party, e.g. Carphone Warehouse)	95	-	52	44	-	-	64	73	19	85	10	-	-
10%	10%	-	8%	13%	-	-	10%	10%	11%	10%	9%	-	-
Online via web-chat (mobile provider)	85	-	55	29	-	-	61	76	8	80	5	-	-
9%	9%	-	8%	9%	-	-	10%	13%	4%	9%	4%	-	-
On the phone (through a third party, e.g. Carphone Warehouse)	74	-	55	18	-	-	53	52	19	58	13	-	-
8%	8%	-	8%	6%	-	-	8%	7%	11%	7%	12%	-	-
Other	31	-	15	17	-	-	18	24	4	28	1	-	-
3%	3%	-	2%	5%	-	-	3%	3%	2%	3%	1%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 175
 QD13 Before you left your previous mobile network provider, you would have been required to give them notice.
 This tends to be a period of 30 days. At what point did you give notice to your provider that you wanted to leave?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Before the end of your minimum contract period (i.e. before you had completed the full 12, 18, or 24 months of your orig	269	128	142	134	106	29	160	110	196	73	240	18	7	4
		26%	29%	34%Tde	27%e	15%	29%	26%	30%	23%	28%	27%	18%	20%
At the end of your minimum contract period (i.e. on or around the final day of your original contract)	307	166	142	143	120	44	178	129	236	71	273	17	9	8
		31%e	34%e	36%e	31%e	23%	32%	30%	36%	22%	32%	25%	23%	41%
After your minimum contract period had ended	199	101	98	55	85	59	112	87	117	82	161	20	13	4
		20%e	21%	14%	22%e	31%e	20%	20%	18%	20%T	19%	30%T	33%T	20%
Don't know/can't remember	205	89	116	64	81	60	106	98	113	92	179	12	10	4
		21%e	18%	16%	21%	31%e	19%	23%	17%	29%T	21%	18%	25%	20%

BDRc Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 175
 QD13 Before you left your previous mobile network provider, you would have been required to give them notice.
 This tends to be a period of 30 days. At what point did you give notice to your provider that you wanted to leave?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	**	653	327	**	**	625	769	180	851	112*	**	**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Before the end of your minimum contract period (i.e. before you had completed the full 12, 18, or 24 months of your orig	269	-	182	87	-	-	191	209	58	235	33	-	-
	27%	-	28%	27%	-	-	31%	27%	32%	28%	30%	-	-
At the end of your minimum contract period (i.e. on or around the final day of your original contract)	307	-	226	81	-	-	233	225	76	253	50	-	-
	31%	-	35%	25%	-	-	37%	29%	42%	30%	44%	-	-
After your minimum contract period had ended	199	-	127	72	-	-	95	168	28	177	20	-	-
	20%	-	19%	22%	-	-	15%	22%	16%	21%	18%	-	-
Don't know/can't remember	205	-	118	86	-	-	106	166	18	187	9	-	-
	21%	-	18%	26%	-	-	17%	22%	10%	22%	8%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 176
 QD14 When you switched, did you pay a charge for ending your previous contract early?
 This is called an 'early termination charge' and may need to be paid if you leave your provider before the end of your minimum contract period.
 Base: All switchers who gave notice before the end of their minimum contract period

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	349	160	189	161	140	48	231	118	261	88	305	27	13	4
Base	269	128	142	134	106	29*	160	110*	196	73*	240	18**	7**	4**
Effective Base	280	127	154	131	114	37	186	98	206	74	245	22	12	4
Yes	99	44	55	60	32	7	60	39	69	30	90	4	2	2
	37%	35%	39%	45% ^{ns}	30%	23%	38%	35%	35%	41%	38%	24%	32%	54%
No	153	73	79	63	67	23	88	64	112	40	134	12	4	2
	57%	57%	56%	47%	59% ^{ns}	77% ^{ns}	55%	59%	57%	55%	56%	68%	60%	46%
Don't know/can't recall	18	10	8	10	7	-	11	7	15	3	16	1	1	-
	7%	8%	5%	8%	7%	-	7%	6%	8%	4%	7%	8%	8%	-

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 176
 QD14 When you switched, did you pay a charge for ending your previous contract early?
 This is called an 'early termination charge' and may need to be paid if you leave your provider before the end of your minimum contract period.
 Base: All switchers who gave notice before the end of their minimum contract period

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	349	-	194	155	-	-	253	266	80	306	41	-	-
Base	269	**	182	87	-	**	191	209	58*	235	33*	**	**
Effective Base	280	-	165	129	-	-	206	213	65	245	33	-	-
Yes	99	-	69	30	-	-	78	71	27	90	9	-	-
	37%	-	38%	34%	-	-	41%	34%	47%	38%	27%	-	-
No	153	-	102	51	-	-	102	124	29	131	22	-	-
	57%	-	56%	58%	-	-	53%	59%	50%	56%	66%	-	-
Don't know/can't recall	18	-	11	7	-	-	11	14	2	14	2	-	-
	7%	-	6%	8%	-	-	6%	7%	4%	6%	6%	-	-

BDRC Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 177
 QD15 How much did you have to pay?
 Base: All switchers who paid an ETC

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	122	53	69	69	42	11	82	40	89	33	109	6	5	2
Base	99*	44*	55*	60*	32*	7**	60*	39*	69*	30**	90*	4**	2**	2**
Effective Base	98	43	55	56	35	8	65	34	70	28	88	5	5	2
Up to £10	12	3	10	7	4	2	9	3	6	6	12	-	-	-
	12%	6%	18%	11%	11%	28%	15%	8%	9%	19%	14%	-	-	-
£11-£20	8	4	4	4	1	4	5	3	4	4	8	-	-	-
	8%	10%	7%	6%	3%	53%	8%	8%	6%	13%	9%	-	-	-
£21-£30	16	8	8	9	7	-	10	7	14	2	16	-	1	-
	16%	19%	14%	15%	22%	-	16%	17%	20%	7%	17%	-	23%	-
£31-£50	26	15	11	14	11	*	15	11	20	6	21	3	*	1
	26%	34%	20%	23%	36%	7%	24%	29%	29%	21%	23%	78%	16%	61%
£51-£80	9	6	3	6	4	-	6	3	7	2	8	*	*	-
	9%	14%	6%	9%	11%	-	10%	8%	10%	7%	9%	11%	16%	-
£81-£100	9	3	6	9	1	-	5	4	5	4	9	-	-	-
	9%	6%	12%	14%	2%	-	9%	10%	7%	15%	10%	-	-	-
£101-£200	8	3	5	8	-	1	6	3	7	2	7	*	-	1
	9%	8%	9%	13%	-	12%	10%	7%	10%	6%	8%	11%	-	39%
More than £200	3	1	3	2	2	-	3	1	3	-	3	-	-	-
	3%	2%	5%	3%	5%	-	4%	2%	5%	-	4%	-	-	-
Don't know/can't recall	6	1	5	3	3	-	2	4	2	4	5	-	1	-
	6%	1%	10%	5%	9%	-	3%	10%	3%	13%	6%	-	45%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 177
 QD15 How much did you have to pay?
 Base: All switchers who paid an ETC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience			QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	122	-	72	50	-	-	100	84	37	112	10	-	-	
Base	99*	**	69*	30*	**	**	78*	71*	27**	90*	9**	**	**	
Effective Base	98	-	62	40	-	-	82	67	30	89	8	-	-	
Up to £10	12	-	11	1	-	-	8	12	*	12	-	-	-	
	12%	-	16%	3%	-	-	11%	17%	1%	14%	-	-	-	
£11-£20	8	-	5	4	-	-	8	4	5	7	1	-	-	
	8%	-	7%	12%	-	-	10%	5%	17%	8%	11%	-	-	
£21-£30	16	-	15	1	-	-	16	13	3	15	1	-	-	
	16%	-	21%	4%	-	-	20%	18%	13%	17%	8%	-	-	
£31-£50	26	-	16	10	-	-	23	18	8	24	2	-	-	
	26%	-	24%	33%	-	-	29%	25%	31%	27%	22%	-	-	
£51-£80	9	-	7	2	-	-	9	6	3	9	-	-	-	
	9%	-	11%	6%	-	-	12%	8%	12%	10%	-	-	-	
£81-£100	9	-	7	3	-	-	4	5	4	9	1	-	-	
	9%	-	10%	9%	-	-	6%	7%	16%	10%	7%	-	-	
£101-£200	8	-	5	3	-	-	4	7	2	5	3	-	-	
	9%	-	8%	10%	-	-	5%	9%	7%	6%	33%	-	-	
More than £200	3	-	1	2	-	-	2	3	*	3	-	-	-	
	3%	-	2%	8%	-	-	3%	4%	1%	4%	-	-	-	
Don't know/can't recall	6	-	2	4	-	-	4	4	1	4	2	-	-	
	6%	-	3%	14%	-	-	5%	6%	2%	5%	19%	-	-	

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 178
 QD16 How soon before the end of your previous contract did you switch?
 Base: All switchers who paid an ETC

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	122	53	69	69	42	11	82	40	89	33	109	6	5	2
Base	99*	44*	55*	60*	32*	7**	60*	39*	69*	30**	90*	4**	2**	2**
Effective Base	98	43	55	56	35	8	65	34	70	28	88	5	5	2
Within a week	20	7	13	13	5	2	11	9	15	6	19	-	1	-
	21%	16%	24%	21%	15%	37%	19%	23%	21%	19%	21%	-	47%	-
2-3 weeks	22	10	11	15	6	-	14	7	15	7	21	1	-	-
	22%	23%	21%	25%	20%	-	24%	18%	22%	22%	23%	14%	-	-
A month	22	13	9	9	12	1	11	12	18	4	22	-	1	-
	23%	30%	16%	15%	38%	17%	18%	30%	27%	14%	24%	-	37%	-
2-3 months	17	7	9	10	5	2	12	5	8	9	14	1	*	1
	17%	17%	17%	16%	14%	35%	20%	13%	12%	29%	15%	31%	16%	61%
4-6 months	8	3	5	8	1	-	7	1	6	2	7	1	-	-
	8%	7%	9%	13%	2%	-	12%	3%	9%	7%	8%	22%	-	-
More than 6 months	7	2	6	5	2	1	4	4	5	3	6	-	-	1
	7%	3%	10%	8%	6%	12%	6%	9%	7%	9%	7%	-	-	39%
Don't know/ can't recall	2	1	1	1	1	-	1	1	2	-	1	1	-	-
	2%	3%	2%	2%	4%	-	2%	4%	3%	-	1%	32%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 178
 QD16 How soon before the end of your previous contract did you switch?
 Base: All switchers who paid an ETC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience			QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	122	-	72	50	-	-	100	84	37	112	10	-	-	
Base	99*	**	69*	30*	**	**	78*	71*	27**	90*	9**	**	**	
Effective Base	98	-	62	40	-	-	82	67	30	89	8	-	-	
Within a week	20	-	17	3	-	-	18	11	9	20	1	-	-	
	21%	-	25%	17%	-	-	23%	16%	34%	22%	6%	-	-	
2-3 weeks	22	-	16	6	-	-	19	17	5	21	1	-	-	
	22%	-	23%	19%	-	-	24%	24%	18%	23%	8%	-	-	
A month	22	-	18	5	-	-	17	19	4	20	2	-	-	
	23%	-	25%	16%	-	-	22%	26%	14%	23%	22%	-	-	
2-3 months	17	-	7	10	-	-	12	11	6	16	1	-	-	
	17%	-	10%	33%†	-	-	16%	15%	23%	18%	11%	-	-	
4-6 months	8	-	8	*	-	-	6	7	2	5	4	-	-	
	8%	-	11%	2%	-	-	8%	9%	7%	5%	40%	-	-	
More than 6 months	7	-	2	5	-	-	3	6	1	6	1	-	-	
	7%	-	3%	16%	-	-	4%	9%	4%	7%	14%	-	-	
Don't know/ can't recall	2	-	1	1	-	-	2	1	-	2	-	-	-	
	2%	-	2%	3%	-	-	3%	2%	-	3%	-	-	-	

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 179
 QD17 You said you gave notice to your previous provider at the end of your minimum contract period/ after your minimum contract period had ended.
 At what point did you start using your new mobile network provider?
 Base: All switchers who gave notice at the end of the contract

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	662	327	335	235	266	161	436	226	464	198	555	53	42	12
Base	506	267	239	198	205	103	290	216	353	153	434	37*	22*	12**
Effective Base	509	247	266	186	210	115	343	181	361	148	428	44	33	9
Before the end of your notice period (i.e. less than 30 days after you had given notice)	163	89	74	81	54	28	91	72	122	41	145	10	6	2
	32%	33%	31%	41% ^{Tde}	26%	27%	31%	34%	35%	27%	33%	25%	29%	16%
At the end of your notice period	289	149	139	101	127	61	169	120	197	92	242	27	12	9
	57%	56%	58%	51%	52% ^{de}	59%	58%	55%	56%	60%	56%	71%	53%	70%
Don't know/can't remember	54	28	26	17	23	14	30	24	34	20	47	1	4	2
	11%	11%	11%	9%	11%	14%	10%	11%	10%	13%	11%	4%	19% ^{de}	14%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 179
 QD17 You said you gave notice to your previous provider at the end of your minimum contract period/ after your minimum contract period had ended.
 At what point did you start using your new mobile network provider?
 Base: All switchers who gave notice at the end of the contract

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	662	-	377	285	-	-	432	527	125	581	73	-	-
Base	506	**	353	153	**	**	328	393	104*	429	69*	**	**
Effective Base	509	-	309	232	-	-	325	412	91	455	53	-	-
Before the end of your notice period (i.e. less than 30 days after you had given notice)	163	-	115	48	-	-	112	125	34	133	27	-	-
	32%	-	33%	31%	-	-	34%	32%	33%	31%	39%	-	-
At the end of your notice period	289	-	200	89	-	-	190	225	62	250	37	-	-
	57%	-	57%	58%	-	-	58%	57%	59%	58%	53%	-	-
Don't know/can't remember	54	-	38	16	-	-	26	44	8	47	5	-	-
	11%	-	11%	11%	-	-	8%	11%	8%	11%	8%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 180
 QD18 Did the contracts for your old and new mobile service overlap at all? In other words were you paying for both of them at the same time for any period?
 Base: All switchers except switchers from 'pre pay'

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	882	397	485	346	367	169	591	291	638	244	758	64	45	15
Base	694	331	362	298	287	108	410	284	492	202	608	45*	24*	17**
Effective Base	689	303	391	277	293	122	470	236	503	187	594	52	39	13
Yes	219	107	112	102	82	35	132	87	156	63	187	19	7	6
	32%	32%	31%	34%	29%	32%	32%	31%	32%	31%	31%	43%	30%	33%
No	394	186	208	158	171	65	236	158	277	117	345	22	15	12
	57%	56%	57%	53%	59%	60%	58%	56%	56%	58%	57%	48%	65%	67%
Don't know/can't recall	81	39	42	38	34	9	42	39	59	22	76	4	1	-
	12%	12%	12%	13%	12%	8%	10%	14%	12%	11%	13%	9%	5%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 180
 QD18 Did the contracts for your old and new mobile service overlap at all? In other words were you paying for both of them at the same time for any period?
 Base: All switchers except switchers from 'pre pay'

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	882	882	-	500	382	-	-	571	687	167	767	99	-	-
Base	694	694	**	484	209	-**	-**	443	534	135	591	88*	-**	-**
Effective Base	689	689	-	420	313	-	-	438	545	122	608	72	-	-
Yes	219	219	-	134	84	-	-	149	168	48	186	32	-	-
	32%	32%	-	28%	40%	-	-	34%	32%	36%	32%	36%	-	-
No	394	394	-	291	103	-	-	247	319	69	345	45	-	-
	45%	57%	-	60%	49%	-	-	56%	60%	51%	58%	51%	-	-
Don't know/can't recall	81	81	-	59	22	-	-	47	46	18	59	11	-	-
	12%	12%	-	12%	11%	-	-	11%	9%	13%	10%	13%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 181
 QD18 Did the contracts for your old and new mobile service overlap at all? In other words were you paying for both of them at the same time for any period?
 Base: All switchers except switchers from 'pre pay' and D18 code 3

	Gender		Age collapsed			SEG		Working Status		Nations				
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	
Unweighted Base	46	35	28	29	24	56	25	58	23	73	5	-	3	
Base	62*	37*	25**	26**	21**	14**	39*	23**	42*	20**	55*	3**	-**	4**
Effective Base	64	36	29	25	23	16	44	21	46	18	57	4	-	3
Yes	62	37	25	26	21	14	39	23	42	20	55	3	-	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't recall	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 181
 QD18 Did the contracts for your old and new mobile service overlap at all? In other words were you paying for both of them at the same time for any period?
 Base: All switchers except switchers from 'pre pay' and D18 code 3

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	81	-	44	37	-	-	56	65	16	71	10	-	-
Base	62*	**	41*	21**	**	**	41*	48*	14**	53*	9**	**	**
Effective Base	64	-	37	29	-	-	45	51	13	56	8	-	-
Yes	62	-	41	21	-	-	41	48	14	53	9	-	-
100%	100%	-	100%	100%	-	-	100%	100%	100%	100%	100%	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't recall	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 182
 QD19 How long did the contracts overlap for? In other words how long were you paying for both of them at the same time?
 Base: All switchers with overlapped contracts

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	284	130	154	119	112	53	191	93	209	75	238	27	14	5
Base	219	107	112	102*	82*	35*	132	87*	156	63*	187	19**	7**	6**
Effective Base	229	101	130	99	92	39	153	79	166	63	191	23	13	5
1 day	14	5	9	4	8	1	8	6	12	2	12	1	-	1
	6%	5%	8%	4%	10%	4%	6%	7%	8%	3%	6%	5%	-	15%
2-3 days	39	23	16	22	11	6	28	11	33	6	34	4	1	-
	18%	22%	15%	22%	13%	16%	21%	13%	21%	10%	18%	23%	20%	-
4-6 days	32	20	12	18	12	2	23	9	25	8	31	1	1	-
	15%	19%	11%	18%	14%	7%	17%	11%	16%	12%	16%	5%	7%	-
A week	37	17	21	15	15	8	17	20	25	12	32	4	-	1
	17%	16%	18%	14%	18%	22%	13%	23%	16%	20%	17%	22%	4%	19%
2-3 weeks	42	21	21	17	17	9	25	18	25	17	35	5	1	2
	19%	20%	19%	16%	20%	27%	19%	20%	16%	28%	19%	25%	18%	26%
A month	30	10	20	18	10	3	15	15	21	9	24	1	3	2
	14%	10%	18%	17%	12%	8%	11%	18%	14%	14%	13%	4%	38%	40%
More than a month	14	5	10	5	8	2	10	4	9	6	11	2	1	-
	7%	4%	9%	5%	9%	5%	8%	5%	6%	9%	6%	11%	13%	-
Don't know/ can't recall	9	5	4	4	2	3	6	3	6	3	8	1	-	-
	4%	5%	3%	4%	3%	9%	5%	3%	4%	5%	4%	4%	-	-
Mean (days)	13.20	11.28	15.01*	12.96	13.74	12.58	12.69	13.96	12.21	15.71	12.74	13.05	21.21	18.24

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 182
 QD19 How long did the contracts overlap for? In other words how long were you paying for both of them at the same time?
 Base: All switchers with overlapped contracts

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	284	284	-	140	144	-	-	191	217	64	244	39	-	-
Base	219	219	**	134	84	-	**	149	168	48*	186	32*	-	**
Effective Base	229	229	-	120	121	-	-	153	176	51	198	31	-	-
1 day	14	14	-	10	3	-	-	10	14	*	13	1	-	-
	6%	6%	-	8%	4%	-	-	7%	8%	1%	7%	3%	-	-
2-3 days	39	39	-	30	10	-	-	31	32	7	33	6	-	-
	18%	18%	-	22%	12%	-	-	21%	19%	15%	18%	19%	-	-
4-6 days	32	32	-	27	5	-	-	27	24	9	25	8	-	-
	15%	15%	-	20%	6%	-	-	18%	14%	18%	13%	24%	-	-
A week	37	37	-	28	10	-	-	26	29	8	34	4	-	-
	17%	17%	-	21%	12%	-	-	17%	17%	17%	18%	12%	-	-
2-3 weeks	42	42	-	21	22	-	-	30	32	10	37	5	-	-
	19%	19%	-	15%	26%	-	-	20%	19%	21%	20%	17%	-	-
A month	30	30	-	8	22	-	-	16	24	6	27	3	-	-
	14%	14%	-	6%	20%	-	-	11%	14%	12%	15%	9%	-	-
More than a month	14	14	-	5	9	-	-	6	11	4	12	3	-	-
	7%	7%	-	4%	11%	-	-	4%	6%	8%	6%	9%	-	-
Don't know/ can't recall	9	9	-	6	3	-	-	4	3	4	7	2	-	-
	4%	4%	-	4%	4%	-	-	2%	2%	9%	4%	6%	-	-
Mean (days)	13.20	13.20	-	9.55	18.99	-	-	11.38	12.86	14.16	13.29	12.62	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 183
 QD20 Did you want the contracts to overlap?
 Base: All switchers with overlapped contracts

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	284	130	154	119	112	53	191	93	209	75	238	27	14	5
Base	219	107	112	102*	82*	35*	132	87*	156	63*	187	19**	7**	6**
Effective Base	229	101	130	99	92	39	153	79	166	63	191	23	13	5
Yes	71	44	27	32	28	11	44	27	55	16	62	4	4	1
	32%	41% ^b	24%	31%	33%	33%	33%	31%	35%	26%	33%	21%	55%	16%
No	130	58	72	60	50	20	81	49	89	41	110	12	3	5
	59%	54%	65%	59%	61%	57%	61%	56%	57%	66%	59%	64%	45%	84%
Don't know	18	5	13	10	5	4	7	11	13	5	15	3	-	-
	8%	5%	11%	9%	6%	10%	6%	12%	8%	8%	8%	16%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 183
 QD20 Did you want the contracts to overlap?
 Base: All switchers with overlapped contracts

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
		Unweighted Base	284	-	140	144	-	-	191	217	64	244	39	-
Base	219	**	134	84	-**	-**	149	168	48*	186	32*	-**	-**	
Effective Base	229	-	120	121	-	-	153	176	51	198	31	-	-	
Yes	71	-	51	20	-	-	51	58	12	61	10	-	-	
	32%	-	38%	24%	-	-	34%	35%	25%	33%	30%	-	-	
No	130	-	72	58	-	-	87	94	35	108	22	-	-	
	59%	-	54%	68%	-	-	59%	56%	37%	58%	68%	-	-	
Don't know	18	-	11	7	-	-	11	16	1	17	1	-	-	
	8%	-	8%	8%	-	-	7%	10%	3%	9%	2%	-	-	

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 184
 QD21 Why did the contracts overlap?
 Base: All switchers with overlapped contracts

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	284	130	154	119	112	53	191	93	209	75	238	27	14	5
Base	219	107	112	102*	82*	35*	132	87*	156	63*	187	19**	7**	6**
Effective Base	229	101	130	99	92	39	153	79	166	63	191	23	13	5
To ensure I had a continuous service/always had access to a mobile service while the switch happened	62 28%	37 35% 	25 22%	26 26%	21 26%	14 42%	39 30%	23 26%	42 27%	20 32%	55 29%	3 17%	-	4 66%
To get the handset I wanted as soon as possible	51 23%	25 24%	25 23%	20 20%	23 28%	7 22%	25 19%	26 30%	35 22%	16 26%	44 23%	4 19%	2 29%	1 24%
I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	44 20%	23 21%	22 19%	25 31% 	17 20%	3 9%	28 21%	16 19%	31 20%	13 21%	36 20%	6 29%	1 14%	2 26%
To sign up with my new provider before a deal ran out	44 20%	25 23%	20 18%	19 19%	18 22%	8 23%	28 22%	16 18%	29 18%	16 25%	39 21%	2 11%	1 21%	2 34%
To switch to a better service immediately	42 19%	16 15%	25 22%	17 17%	20 24%	5 13%	25 19%	16 19%	31 20%	10 17%	35 19%	3 18%	1 17%	2 26%
The new provider gave me a date that was before the end of my previous contract	39 18%	24 22%	15 14%	16 16%	17 21%	6 16%	21 16%	18 21%	29 19%	9 15%	34 18%	4 19%	1 16%	-
To switch before the switching code (PAC) ran out	29 13%	14 13%	15 14%	15 14%	12 14%	3 9%	22 16%	8 9%	23 15%	6 10%	27 15%	1 8%	1 7%	-
To switch on a particular date, that I wanted	27 12%	16 15%	11 9%	11 11%	13 16%	3 7%	18 13%	9 10%	21 14%	5 8%	25 14%	1 3%	1 7%	-
Other	14 6%	6 5%	8 7%	4 4%	8 9%	2 5%	7 5%	7 8%	9 6%	4 7%	10 5%	1 3%	2 24%	1 24%
Don't know/can't recall	7 3%	2 1%	5 5%	3 3%	3 4%	1 2%	5 4%	2 2%	6 4%	1 2%	7 4%	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 184
 QD21 Why did the contracts overlap?
 Base: All switchers with overlapped contracts

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	284	284	-	140	144	-	-	191	217	64	244	39	-	-
Base	219	219	**	134	84	-**	-**	149	168	48*	186	32*	-**	-**
Effective Base	229	229	-	120	121	-	-	153	176	51	198	31	-	-
To ensure I had a continuous service/always had access to a mobile service while the switch happened	62	62	-	41	21	-	-	41	48	14	53	9	-	-
	28%	28%	-	31%	25%	-	-	28%	29%	29%	28%	29%	-	-
To get the handset I wanted as soon as possible	51	51	-	24	27	-	-	33	44	6	45	5	-	-
	23%	23%	-	18%	32%	-	-	22%	34%	12%	24%	16%	-	-
I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	44	44	-	29	15	-	-	29	33	10	39	5	-	-
	20%	20%	-	22%	18%	-	-	20%	20%	21%	21%	17%	-	-
To sign up with my new provider before a deal ran out	44	44	-	21	24	-	-	30	36	9	35	10	-	-
	20%	20%	-	15%	28%	-	-	20%	21%	19%	19%	30%	-	-
To switch to a better service immediately	42	42	-	25	16	-	-	25	31	10	34	8	-	-
	19%	19%	-	19%	19%	-	-	17%	19%	20%	18%	25%	-	-
The new provider gave me a date that was before the end of my previous contract	39	39	-	27	12	-	-	30	33	5	35	4	-	-
	18%	18%	-	20%	14%	-	-	20%	20%	10%	19%	12%	-	-
To switch before the switching code (PAC) ran out	29	29	-	26	3	-	-	23	20	9	25	4	-	-
	13%	13%	-	20%	3%	-	-	15%	12%	19%	13%	14%	-	-
To switch on a particular date, that I wanted	27	27	-	19	7	-	-	20	19	8	22	5	-	-
	12%	12%	-	14%	9%	-	-	13%	11%	16%	12%	14%	-	-
Other	14	14	-	6	7	-	-	10	9	4	12	2	-	-
	6%	6%	-	5%	9%	-	-	7%	6%	9%	6%	5%	-	-
Don't know/can't recall	7	7	-	3	4	-	-	5	5	1	5	2	-	-
	3%	3%	-	2%	4%	-	-	3%	3%	3%	3%	6%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 185
 QD22 When you switched, did you experience <[C&R] any period of time without your mobile service i.e. you were unable to make or receive calls/messages [PAC] any period of time where you had no service i.e. you were unable to make or receive calls/messages or only had a temporary number and not the number you had taken with you>?
 Base: All switchers

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Yes (C&R)	45	20	25	28	10	7	24	20	22	23	35	3	3	3
	5%	4%	5%	7% ^{cd}	2%	4%	4%	5%	3%	7% ^{cd}	4%	5%	7%	16%
Yes - period with temporary number (PAC)	120	58	62	63	43	14	83	37	96	24	108	5	7	-
	12% ^{cd}	12%	12%	16% ^{cd}	11%	7%	15% ^{cd}	9%	13%	7%	13%	8%	17%	2%
Yes - period with no service (PAC)	91	44	47	47	32	12	58	32	70	20	86	3	1	-
	9%	9%	9%	12% ^{cd}	8%	6%	11%	8%	11% ^{cd}	6%	10%	5%	3%	-
Yes - experienced both (PAC)	54	20	33	30	22	2	29	25	44	10	48	1	2	4
	5% ^{cd}	4%	7%	7% ^{cd}	6% ^{cd}	1%	5%	6%	7% ^{cd}	3%	6%	1%	4%	17%
No	590	300	290	190	254	146	322	268	372	218	505	50	22	13
	58% ^{cd}	62%	58%	48% ^{cd}	48% ^{cd}	76% ^{cd}	58%	63%	56% ^{cd}	48% ^{cd}	59% ^{cd}	74% ^{cd}	57%	61%
Don't know/can't recall	82	41	40	38	31	12	39	42	58	24	72	4	5	1
	8%	9%	8%	10%	8%	6%	7%	10%	9%	7%	8%	6%	12%	4%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 185
 QD22 When you switched, did you experience <[C&R] any period of time without your mobile service i.e. you were unable to make or receive calls/messages [PAC] any period of time where you had no service i.e. you were unable to make or receive calls/messages or only had a temporary number and not the number you had taken with you>?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	980	**	653	327	-	**	625	769	180	851	112*	-**	-**
Effective Base	1016	1016	-	586	491	-	-	647	817	170	911	95	-	-
Yes (C&R)	45	45	-	-	45	-	-	32	34	10	37	7	-	-
	9%	5%	-	-	14%	-	-	5%	4%	6%	4%	6%	-	-
Yes - period with temporary number (PAC)	120	120	-	120	-	-	-	79	94	25	104	16	-	-
	12%	12%	-	18%	-	-	-	13%	12%	14%	12%	14%	-	-
Yes - period with no service (PAC)	91	91	-	91	-	-	-	73	56	34	69	22	-	-
	9%	9%	-	14%	-	-	-	12%	7%	19%	8%	19%	-	-
Yes - experienced both (PAC)	54	54	-	54	-	-	-	40	28	25	42	11	-	-
	5%	5%	-	9%	-	-	-	6%	4%	14%	5%	10%	-	-
No	590	590	-	333	257	-	-	349	507	72	538	47	-	-
	60%	60%	-	51%	79%	-	-	56%	66%	40%	63%	42%	-	-
Don't know/can't recall	82	82	-	56	25	-	-	52	48	13	60	10	-	-
	8%	8%	-	9%	8%	-	-	8%	6%	7%	7%	9%	-	-

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 186
 QD23a How long were you without a service?
 Base: All switchers who had no service

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	229	98	131	124	75	30	156	73	162	67	200	12	11	6
Base	189	84*	105	104*	64*	21**	112	77*	136	52*	169	8**	5**	7**
Effective Base	181	79	102	100	61	20	123	62	127	55	159	10	10	5
A few minutes	10	5	5	10	-	-	5	5	7	2	8	-	1	1
	5%	6%	5%	9% ^d	-	-	4%	7%	5%	5%	5%	-	18%	13%
About an hour	36	24	12	16	18	1	24	12	33	3	34	1	1	-
	19%	28% ^b	11%	16%	28%	7%	21%	16%	24% ^h	6%	20%	13%	18%	-
A few hours	59	24	35	38	16	5	38	21	47	12	54	2	2	1
	31%	29%	33%	36%	25%	25%	34%	28%	35%	23%	32%	31%	34%	13%
About a day	53	18	35	25	20	8	28	25	32	21	48	2	*	2
	28%	21%	33%	24%	31%	36%	25%	32%	24%	39% ^h	29%	24%	8%	33%
More than a day	28	11	17	14	9	5	16	12	15	13	22	2	1	3
	15%	13%	16%	13%	15%	25%	15%	15%	11%	24% ^h	13%	32%	11%	41%
Don't know/don't recall	3	2	1	1	1	1	1	2	2	1	3	-	1	-
	2%	2%	1%	1%	1%	6%	1%	2%	1%	2%	1%	-	12%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 186
QD23a How long were you without a service?
Base: All switchers who had no service

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	229	-	146	83	-	-	177	152	77	182	46	-	-
Base	189	**	144	45*	-	**	146	119	70*	148	40*	**	**
Effective Base	181	-	125	65	-	-	139	121	61	144	36	-	-
A few minutes	10	-	6	4	-	-	9	8	2	10	-	-	-
	5%	-	4%	8%	-	-	6%	6%	3%	7%	-	-	-
About an hour	36	-	32	4	-	-	31	22	14	30	6	-	-
	19%	-	22%	10%	-	-	21%	18%	20%	20%	15%	-	-
A few hours	59	-	48	11	-	-	48	38	21	47	12	-	-
	31%	-	33%	26%	-	-	33%	32%	30%	32%	30%	-	-
About a day	53	-	41	11	-	-	37	39	14	38	13	-	-
	28%	-	29%	25%	-	-	26%	33%	20%	26%	34%	-	-
More than a day	28	-	16	12	-	-	19	11	17	21	8	-	-
	15%	-	11%	27%	-	-	13%	9%	34%	14%	19%	-	-
Don't know/don't recall	3	-	1	2	-	-	1	1	2	3	1	-	-
	2%	-	1%	4%	-	-	*	1%	3%	2%	2%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 187
 QD23b How long were you required to use the temporary number?
 Base: All PAC switchers who had temporary number

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	186	80	106	91	71	24	132	54	149	37	159	9	15	3
Base	173	79*	95*	93*	65*	16**	112	62*	140	33*	155	6**	8**	4**
Effective Base	153	68	85	76	62	17	109	46	122	31	134	8	13	2
A few minutes	11 6%	8 10%	3 3%	5 6%	5 8%	1 3%	6 6%	5 8%	10 7%	1 2%	11 7%	-	-	-
About an hour	31 18%	13 17%	18 19%	16 17%	14 21%	1 8%	19 17%	12 20%	28 20%	3 9%	29 18%	*	2 7%	-
A few hours	35 20%	15 19%	21 22%	25 21%	8 12%	3 18%	23 21%	12 20%	30 21%	6 17%	33 21%	-	1 8%	2 43%
About a day	38 22%	19 24%	19 20%	18 20%	15 23%	4 28%	29 26%	9 15%	32 23%	5 16%	33 21%	3 47%	2 21%	-
More than a day	50 29%	21 27%	29 30%	25 27%	20 30%	5 33%	29 26%	21 33%	34 24%	16 49%	42 27%	3 47%	3 38%	2 57%
Don't know/don't recall	8 5%	3 4%	5 6%	3 3%	4 6%	2 10%	6 5%	3 4%	6 4%	3 8%	8 5%	-	1 8%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 187
 QD23b How long were you required to use the temporary number?
 Base: All PAC switchers who had temporary number

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	186	-	186	-	-	-	130	133	53	158	28	-	-
Base	173	**	173	**	**	**	119	123	51*	146	27**	**	**
Effective Base	153	-	153	-	-	-	106	109	44	131	22	-	-
A few minutes	11	-	11	-	-	-	10	10	1	11	-	-	-
	6%	-	6%	-	-	-	8%	8%	2%	7%	-	-	-
About an hour	31	-	31	-	-	-	28	24	7	27	4	-	-
	18%	-	18%	-	-	-	23%	20%	14%	18%	16%	-	-
A few hours	35	-	35	-	-	-	29	30	6	28	7	-	-
	20%	-	20%	-	-	-	24%	24%	11%	19%	26%	-	-
About a day	38	-	38	-	-	-	23	28	10	32	6	-	-
	22%	-	22%	-	-	-	20%	23%	19%	22%	21%	-	-
More than a day	50	-	50	-	-	-	27	27	23	43	6	-	-
	29%	-	29%	-	-	-	23%	22%	46% ††	30%	23%	-	-
Don't know/don't recall	8	-	8	-	-	-	2	5	4	5	4	-	-
	5%	-	5%	-	-	-	2%	4%	7%	3%	14%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 188

QD24 You mentioned earlier that you got a new mobile number when you switched provider. Which of the following best describes your original preference for keeping your previous number when you switched?

Base: All switchers that changed number

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	601	282	319	220	232	149	348	253	373	228	504	56	30	11
Base	327	158	169	133	120	73	158	168	191	135	276	29*	13**	9**
Effective Base	491	226	266	188	193	112	287	218	305	188	410	49	27	10
Didn't want to keep my number/wanted a new number	155	77	78	63	56	36	76	79	90	65	127	15	8	5
	47%	49%	46%	47%	47%	48%	48%	47%	47%	48%	46%	50%	67%	59%
Would have liked to keep my number but was not really bothered	106	48	58	37	40	28	51	55	63	43	93	10	1	1
	32%	30%	34%	28%	33%	39%	32%	32%	33%	32%	34%	35%	8%	11%
Ideally wanted to keep my number	45	20	26	25	15	5	23	22	27	19	39	2	3	3
	14%	13%	15%	19% ^a	13%	7%	15%	13%	14%	14%	14%	6%	20%	28%
Other	8	4	4	1	5	2	3	4	4	4	6	1	1	*
	2%	2%	2%	1%	4% ^c	2%	2%	3%	2%	3%	2%	4%	5%	2%
Don't know/don't recall	13	10	4	7	4	2	5	8	9	4	12	1	-	-
	4%	6% ^b	2%	5%	3%	3%	3%	5%	4%	3%	4%	4%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 188

QD24 You mentioned earlier that you got a new mobile number when you switched provider. Which of the following best describes your original preference for keeping your previous number when you switched?
 Base: All switchers that changed number

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	601	-	-	601	-	-	385	478	104	551	45	-	-
Base	327	**	**	327	**	**	205	261	53*	300	23*	**	**
Effective Base	491	-	-	491	-	-	318	390	85	453	34	-	-
Didn't want to keep my number/wanted a new number	155	-	-	155	-	-	105	131	18	143	12	-	-
	47%	-	-	47%	-	-	51%	50%	34%	48%	50%	-	-
Would have liked to keep my number but was not really bothered	106	-	-	106	-	-	59	87	17	97	6	-	-
	32%	-	-	32%	-	-	29%	34%	31%	32%	27%	-	-
Ideally wanted to keep my number	45	-	-	45	-	-	28	29	16	41	4	-	-
	14%	-	-	14%	-	-	13%	11%	29%††	14%	17%	-	-
Other	8	-	-	8	-	-	3	6	2	6	1	-	-
	2%	-	-	2%	-	-	2%	2%	4%	2%	6%	-	-
Don't know/don't recall	13	-	-	13	-	-	10	8	1	13	-	-	-
	4%	-	-	4%	-	-	5%	3%	2%	4%	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 189
 QD25b And which, if any, of these were reasons why you changed your number?
 Base: All switchers who wanted/would have liked to keep their old number

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	275	117	158	105	105	65	163	112	176	99	241	21	9	4
Base	151	68*	83	62*	55*	34*	74	77*	89	62*	132	12**	4**	4**
Effective Base	225	95	131	90	88	48	137	97	144	83	196	19	8	4
It was easier to switch if I didn't keep my number	48 32%	21 31%	27 32%	20 32%	14 25%	15 43%	26 35%	22 29%	25 28%	23 38%	40 31%	6 47%	* 7%	2 57%
It was faster to switch and get a new number /was going to take too long to keep my number	48 32%	17 25%	31 37%	25 39%	13 24%	10 31%	25 34%	23 30%	27 30%	21 34%	42 32%	3 29%	1 21%	2 59%
I didn't want to pay to keep my number	27 18%	13 19%	14 17%	12 19%	9 17%	5 16%	15 21%	11 15%	16 18%	10 17%	24 18%	1 5%	1 27%	1 29%
I was unaware I could keep my number	20 13%	8 12%	12 14%	10 15%	9 16%	1 4%	8 11%	12 15%	11 12%	9 15%	18 14%	1 8%	* 11%	- -
I needed to make extra calls to get a PAC code	19 13%	9 13%	10 12%	10 17%	7 12%	2 7%	12 16%	7 9%	13 15%	6 10%	17 13%	1 9%	1 27%	- -
I might have been without my mobile service if I had kept my number	16 11%	8 11%	9 10%	7 12%	6 10%	3 10%	7 10%	9 12%	11 12%	6 9%	14 11%	2 13%	* 6%	- -
My new provider told me I couldn't keep my number	15 10%	4 6%	12 14%	6 10%	4 7%	6 17%	6 8%	9 12%	5 6%	11 17%	12 9%	2 17%	1 27%	- -
My old provider told me I couldn't keep my number	14 10%	5 8%	9 11%	8 12%	7 12%	* 1%	8 10%	7 9%	10 11%	4 7%	10 8%	3 21%	1 23%	1 27%
Other	6 4%	3 5%	2 3%	1 1%	3 6%	2 7%	3 5%	2 3%	3 3%	3 5%	5 4%	- -	* 10%	1 14%
Don't know/can't recall	11 7%	5 7%	6 8%	6 9%	5 9%	* 1%	4 5%	7 9%	8 9%	3 5%	11 8%	* 3%	- -	- -
Net: process related	106 70%	45 67%	60 72%	46 74%	33 60%	27 79%	55 74%	51 66%	59 66%	47 76%	92 70%	8 67%	2 67%	3 86%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 189
 QD25b And which, if any, of these were reasons why you changed your number?
 Base: All switchers who wanted/would have liked to keep their old number

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	275	-	-	275	-	-	164	207	65	254	18	-	-
Base	151	**	**	151	**	**	86	117	32*	138	10**	**	**
Effective Base	225	-	-	225	-	-	137	170	54	209	14	-	-
It was easier to switch if I didn't keep my number	48	-	-	48	-	-	28	40	8	47	1	-	-
32%	32%	-	-	32%	-	-	32%	34%	25%	34%	15%	-	-
It was faster to switch and get a new number /was going to take too long to keep my number	48	-	-	48	-	-	30	38	10	47	1	-	-
32%	32%	-	-	32%	-	-	35%	32%	31%	34%	11%	-	-
I didn't want to pay to keep my number	27	-	-	27	-	-	17	21	5	25	1	-	-
18%	18%	-	-	18%	-	-	20%	18%	14%	18%	8%	-	-
I was unaware I could keep my number	20	-	-	20	-	-	13	13	6	17	2	-	-
13%	13%	-	-	13%	-	-	15%	11%	20%	12%	17%	-	-
I needed to make extra calls to get a PAC code	19	-	-	19	-	-	13	13	6	17	2	-	-
13%	13%	-	-	13%	-	-	15%	11%	18%	13%	18%	-	-
I might have been without my mobile service if I had kept my number	16	-	-	16	-	-	10	14	3	16	1	-	-
11%	11%	-	-	11%	-	-	12%	12%	8%	11%	5%	-	-
My new provider told me I couldn't keep my number	15	-	-	15	-	-	8	12	4	11	5	-	-
10%	10%	-	-	10%	-	-	9%	10%	11%	8%	46%	-	-
My old provider told me I couldn't keep my number	14	-	-	14	-	-	11	9	6	13	2	-	-
10%	10%	-	-	10%	-	-	12%	8%	17**	9%	15%	-	-
Other	6	-	-	6	-	-	4	5	1	5	1	-	-
4%	4%	-	-	4%	-	-	5%	5%	2%	3%	11%	-	-
Don't know/can't recall	11	-	-	11	-	-	4	9	1	11	-	-	-
7%	7%	-	-	7%	-	-	5%	8%	4%	8%	-	-	-
Net: process related	106	-	-	106	-	-	63	81	24	97	8	-	-
70%	70%	-	-	70%	-	-	73%	70%	73%	70%	81%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 190
 QD25b ONE MENTION And which, if any, of these were reasons why you changed your number?
 Base: All switchers who wanted/would have liked to keep their old number

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	275	117	158	105	105	65	163	112	176	99	241	21	9	4
Base	151	68*	83	62*	55*	34*	74	77*	89	62*	132	12**	4**	4**
Effective Base	225	95	131	90	88	48	137	97	144	83	196	19	8	4
It was faster to switch and get a new number /was going to take too long to keep my number	23 15%	9 13%	14 17%	13 21%	5 10%	4 12%	12 16%	11 14%	14 16%	8 13%	22 17%	* 2%	-	-
I needed to make extra calls to get a PAC code	3 2%	2 3%	1 1%	1 1%	2 4%	* 1%	2 3%	1 1%	3 4%	-	3 2%	* 4%	-	-
I didn't want to pay to keep my number	8 5%	7 10%	1 1%	2 2%	3 6%	4 11%	5 7%	3 3%	5 6%	3 4%	7 6%	1 5%	-	-
My new provider told me I couldn't keep my number	10 6%	1 1%	9 11%	3 4%	3 5%	4 12%	3 5%	6 8%	4 4%	6 10%	9 6%	1 5%	1 16%	-
My old provider told me I couldn't keep my number	8 5%	4 6%	4 4%	3 5%	5 8%	-	3 4%	5 6%	7 8%	* 1%	5 4%	2 17%	* 9%	-
I was unaware I could keep my number	11 7%	3 4%	8 9%	4 7%	5 10%	1 3%	4 5%	7 9%	6 7%	4 7%	10 7%	1 8%	-	-
I might have been without my mobile service if I had kept my number	2 1%	2 2%	* *	* 1%	* *	1 4%	1 1%	1 1%	1 2%	* 1%	2 1%	-	* 6%	-
It was easier to switch if I didn't keep my number	24 16%	15 22%	9 11%	6 9%	9 17%	9 26%	15 20%	9 12%	14 15%	10 17%	21 16%	3 25%	-	-
Other	4 3%	3 4%	2 2%	1 1%	2 4%	2 6%	2 3%	2 3%	2 2%	3 3%	4 3%	-	* 10%	1 14%
Don't know/can't recall	11 7%	5 7%	6 8%	6 9%	5 9%	* 1%	4 5%	7 9%	8 9%	3 5%	11 8%	* 3%	-	-
Net: process related	61 41%	28 42%	33 40%	23 36%	20 36%	19 55%	32 44%	29 38%	36 41%	25 41%	56 43%	4 36%	1 22%	-
More than one mention	48 32%	18 27%	30 36%	25 40%	15 27%	8 24%	24 32%	24 31%	25 28%	23 37%	39 30%	4 31%	2 59%	3 86%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 190
 QD25b ONE MENTION And which, if any, of these were reasons why you changed your number?
 Base: All switchers who wanted/would have liked to keep their old number

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience			QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Total (T)	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	275	275	-	-	275	-	-	164	207	65	254	18	-	-
Base	151	151	**	**	151	**	**	86	117	32*	138	10**	**	**
Effective Base	225	225	-	-	225	-	-	137	170	54	209	14	-	-
It was faster to switch and get a new number /was going to take too long to keep my number	23 15%	23 15%	-	-	23 15%	-	-	14 17%	19 16%	4 13%	22 16%	1 8%	-	-
I needed to make extra calls to get a PAC code	3 2%	3 2%	-	-	3 2%	-	-	2 2%	3 2%	* 1%	3 2%	* 2%	-	-
I didn't want to pay to keep my number	8 5%	8 5%	-	-	8 5%	-	-	4 4%	7 6%	- 5%	7 5%	-	-	-
My new provider told me I couldn't keep my number	10 6%	10 6%	-	-	10 6%	-	-	4 4%	8 7%	1 4%	7 5%	3 30%	-	-
My old provider told me I couldn't keep my number	8 5%	8 5%	-	-	8 5%	-	-	4 5%	5 4%	2 7%	7 5%	* 2%	-	-
I was unaware I could keep my number	11 7%	11 7%	-	-	11 7%	-	-	6 7%	7 6%	4 12%	9 6%	1 9%	-	-
I might have been without my mobile service if I had kept my number	2 1%	2 1%	-	-	2 1%	-	-	1 1%	1 1%	1 2%	2 1%	-	-	-
It was easier to switch if I didn't keep my number	24 16%	24 16%	-	-	24 16%	-	-	12 14%	17 15%	6 20%	23 17%	1 9%	-	-
Other	4 3%	4 3%	-	-	4 3%	-	-	3 3%	4 4%	-	4 3%	1 8%	-	-
Don't know/can't recall	11 7%	11 7%	-	-	11 7%	-	-	4 5%	9 8%	1 4%	11 8%	-	-	-
Net: process related	61 41%	61 41%	-	-	61 41%	-	-	33 39%	48 41%	13 39%	56 41%	5 48%	-	-
More than one mention	48 32%	48 32%	-	-	48 32%	-	-	32 38%	36 31%	12 36%	45 32%	3 32%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 191
 QE1 You said earlier that you requested a code (a PAC) from your previous provider, how did you contact your provider to request the code?
 Base: All switchers who requested a PAC

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	330	163	167	95	126	109	223	107	210	120	274	26	19	11
Base	269	141	127	93*	98	77*	160	108*	169	100*	227	21**	9**	12**
Effective Base	253	123	133	74	101	83	178	84	164	90	212	21	17	9
Telephone	200	107	93	65	74	60	120	79	124	76	171	16	6	6
	74%	76%	73%	70%	76%	77%	75%	73%	73%	76%	75%	76%	71%	52%
Email	33	23	10	9	15	9	20	14	20	14	30	1	1	2
	12%	17%	8%	9%	15%	12%	12%	13%	12%	14%	13%	4%	7%	12%
SMS/text	24	14	10	14	9	1	14	10	20	4	21	-	1	2
	9%	10%	8%	13%	9%	1%	8%	9%	12%	4%	9%	-	13%	15%
Web-chat	21	12	9	7	10	4	13	8	15	6	16	3	1	1
	8%	9%	7%	7%	10%	6%	8%	7%	9%	6%	7%	13%	8%	10%
Sales agent obtained it for me in-store	20	6	14	11	5	5	12	8	13	8	14	2	1	3
	8%	4%	11%	11%	5%	6%	7%	8%	8%	8%	6%	10%	10%	25%
Other	5	1	3	-	2	3	2	3	2	3	5	-	-	-
	2%	1%	3%	-	2%	4%	1%	3%	1%	3%	2%	-	-	-
Don't know/can't recall	8	5	3	3	3	2	4	4	5	2	7	-	*	-
	3%	3%	2%	3%	3%	2%	2%	3%	3%	2%	3%	-	5%	-
Net: all that used phone in combination with any other method	28	19	9	11	12	4	16	12	19	9	25	1	1	1
	10%	13%	7%	12%	12%	6%	10%	11%	11%	9%	11%	3%	7%	10%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 191
 QE1 You said earlier that you requested a code (a PAC) from your previous provider, how did you contact your provider to request the code?
 Base: All switchers who requested a PAC

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	330	330	-	256	74	-	-	209	262	65	298	29	-	-
Base	269	269	**	228	41*	**	**	167	215	50*	239	27**	**	**
Effective Base	253	253	-	202	59	-	-	157	208	44	233	20	-	-
Telephone	200	200	-	170	30	-	-	121	160	37	174	22	-	-
	74%	74%	-	75%	72%	-	-	73%	75%	74%	73%	82%	-	-
Email	33	33	-	28	5	-	-	24	25	9	28	6	-	-
	12%	12%	-	12%	13%	-	-	14%	11%	18%	12%	21%	-	-
SMS/text	24	24	-	23	1	-	-	18	17	7	24	-	-	-
	9%	9%	-	10%	2%	-	-	11%	8%	13%	10%	-	-	-
Web-chat	21	21	-	18	3	-	-	15	19	2	21	-	-	-
	8%	8%	-	8%	8%	-	-	9%	9%	4%	9%	-	-	-
Sales agent obtained it for me in-store	20	20	-	15	5	-	-	14	16	5	20	1	-	-
	8%	8%	-	7%	13%	-	-	8%	7%	9%	8%	3%	-	-
Other	5	5	-	4	*	-	-	1	3	1	4	*	-	-
	2%	2%	-	2%	1%	-	-	1%	2%	2%	2%	1%	-	-
Don't know/can't recall	8	8	-	6	2	-	-	6	6	*	5	3	-	-
	3%	3%	-	3%	5%	-	-	3%	3%	1%	2%	10%	-	-
Net: all that used phone in combination with any other method	28	28	-	24	4	-	-	20	19	8	23	5	-	-
	10%	10%	-	10%	10%	-	-	12%	9%	16%	10%	16%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
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 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 192
 QE1 ONE MENTION You said earlier that you requested a code (a PAC) from your previous provider, how did you contact your provider to request the code?
 Base: All switchers who requested a PAC

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	330	163	167	95	126	109	223	107	210	120	274	26	19	11
Base	269	141	127	93*	98	77*	160	108*	169	100*	227	21**	9**	12**
Effective Base	253	123	133	74	101	83	178	84	164	90	212	21	17	9
Telephone	172	88	84	54	62	56	105	67	105	67	146	15	6	5
	64%	62%	66%	58%	63%	72%	65%	62%	62%	67%	64%	73%	64%	42%
Sales agent obtained it for me in-store	18	5	13	9	4	4	10	8	11	7	12	2	1	3
	7%	4%	10%	10%	4%	6%	6%	7%	6%	7%	5%	10%	10%	25%
Email	14	8	6	1	7	6	11	3	9	5	13	1	-	1
	5%	6%	5%	1%	7%	8%	7%	3%	5%	5%	6%	3%	-	9%
SMS/text	14	10	4	8	5	-	7	7	11	2	11	-	1	2
	5%	7%	3%	9%	8%	-	5%	6%	7%	2%	5%	-	6%	15%
Web-chat	10	5	5	4	4	2	6	4	6	4	7	2	1	-
	4%	4%	4%	5%	4%	3%	4%	4%	3%	4%	3%	11%	8%	-
Other	4	1	3	-	1	3	1	3	1	3	4	-	-	-
	2%	1%	2%	-	1%	4%	1%	3%	1%	3%	2%	-	-	-
Don't know/can't recall	8	5	3	3	3	2	4	4	5	2	7	-	*	-
	3%	3%	2%	3%	3%	2%	2%	3%	3%	2%	3%	-	5%	-
Net: all that used phone in combination with any other method	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than one mention	29	20	9	13	12	4	17	12	20	9	27	1	1	1
	11%	14%	7%	14%	12%	6%	10%	12%	12%	9%	12%	3%	7%	10%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 192
 QE1 ONE MENTION You said earlier that you requested a code (a PAC) from your previous provider, how did you contact your provider to request the code?
 Base: All switchers who requested a PAC

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	330	330	-	256	74	-	-	209	262	65	298	29	-	-
Base	269	269	**	228	41*	**	**	167	215	50*	239	27**	**	**
Effective Base	253	253	-	202	59	-	-	157	208	44	233	20	-	-
Telephone	172	172	-	146	26	-	-	101	140	29	151	18	-	-
	64%	64%	-	64%	63%	-	-	61%	65%	58%	63%	66%	-	-
Sales agent obtained it for me in-store	18	18	-	12	5	-	-	12	13	5	17	1	-	-
	7%	7%	-	5%	13%	-	-	7%	6%	9%	7%	3%	-	-
Email	14	14	-	12	2	-	-	10	12	2	13	1	-	-
	5%	5%	-	5%	6%	-	-	6%	6%	4%	6%	4%	-	-
SMS/text	14	14	-	14	-	-	-	10	10	4	14	-	-	-
	5%	5%	-	6%	-	-	-	6%	4%	8%	6%	-	-	-
Web-chat	10	10	-	9	1	-	-	5	10	-	10	-	-	-
	4%	4%	-	4%	2%	-	-	3%	5%	-	4%	-	-	-
Other	4	4	-	4	*	-	-	1	3	1	4	*	-	-
	2%	2%	-	2%	1%	-	-	1%	1%	2%	2%	1%	-	-
Don't know/can't recall	8	8	-	6	2	-	-	6	6	*	5	3	-	-
	3%	3%	-	3%	5%	-	-	3%	3%	1%	2%	10%	-	-
Net: all that used phone in combination with any other method	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than one mention	29	29	-	24	5	-	-	20	20	9	25	5	-	-
	11%	11%	-	11%	11%	-	-	12%	9%	17%	10%	16%	-	-

BDRC Continental/22052/V14

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 Fieldwork: 20th August to 1st September 2015

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 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 193

QE1 You said earlier that you requested a code (a PAC) from your current provider, how did you contact your provider to request the code?

Base: All considerers who requested a PAC

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	73	40	33	16	32	25	48	25	51	22	61	8	2	2
Base	36*	23**	13**	8**	20**	8**	22*	14**	29*	7**	29*	3**	3**	1**
Effective Base	53	30	28	14	24	20	34	20	39	19	48	7	2	2
Telephone	28	18	10	8	15	5	18	10	22	6	23	2	3	*
	77%	77%	78%	96%	75%	65%	82%	71%	77%	80%	79%	52%	100%	36%
Sales agent obtained it for me in-store	4	4	1	-	2	2	1	3	4	1	3	1	-	*
	12%	16%	5%	-	12%	25%	6%	22%	12%	12%	10%	32%	-	64%
SMS/text	3	1	2	-	2	*	2	1	2	*	2	*	-	-
	7%	4%	14%	-	12%	3%	9%	5%	8%	3%	8%	12%	-	-
Web-chat	2	1	1	1	1	*	2	*	2	*	2	-	-	-
	6%	3%	12%	14%	4%	3%	9%	3%	7%	5%	8%	-	-	-
Email	2	1	1	1	1	*	2	*	2	*	2	1	-	-
	6%	4%	10%	8%	6%	4%	9%	2%	7%	4%	6%	17%	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't recall	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: all that used phone in combination with any other method	2	1	1	1	1	-	2	*	2	*	2	*	-	-
	5%	4%	8%	14%	4%	-	7%	3%	5%	5%	5%	12%	-	-

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 193

QE1 You said earlier that you requested a code (a PAC) from your current provider, how did you contact your provider to request the code?
 Base: All considerers who requested a PAC

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	73	-	73	-	-	60	13	40	-	-	-	-	57	16
Base	36*	**	36*	**	**	29*	7**	20*	**	**	**	**	29*	6**
Effective Base	53	-	53	-	-	43	10	32	-	-	-	-	41	14
Telephone	28	-	28	-	-	24	4	17	-	-	-	-	23	5
	77%	-	77%	-	-	82%	59%	83%	-	-	-	-	79%	71%
Sales agent obtained it for me in-store	4	-	4	-	-	4	*	2	-	-	-	-	4	1
	12%	-	12%	-	-	13%	7%	8%	-	-	-	-	13%	10%
SMS/text	3	-	3	-	-	2	1	2	-	-	-	-	1	1
	7%	-	7%	-	-	5%	16%	9%	-	-	-	-	5%	20%
Web-chat	2	-	2	-	-	1	1	2	-	-	-	-	1	1
	6%	-	6%	-	-	5%	13%	9%	-	-	-	-	5%	14%
Email	2	-	2	-	-	1	1	2	-	-	-	-	1	1
	6%	-	6%	-	-	4%	15%	8%	-	-	-	-	4%	15%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't recall	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: all that used phone in combination with any other method	2	-	2	-	-	2	-	2	-	-	-	-	1	1
	5%	-	5%	-	-	6%	-	9%	-	-	-	-	4%	11%

BDRC Continental/22052/V14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 194
 QE1 ONE MENTION You said earlier that you requested a code (a PAC) from your current provider, how did you contact your provider to request the code?
 Base: All considerers who requested a PAC

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	73	40	33	16	32	25	48	25	51	22	61	8	2	2
Base	36*	23**	13**	8**	20**	8**	22*	14**	29*	7**	29*	3**	3**	1**
Effective Base	53	30	28	14	24	20	34	20	39	19	48	7	2	2
Telephone	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Web-chat	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales agent obtained it for me in-store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SMS/text	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't recall	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: all that used phone in combination with any other method	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than one mention	36	23	13	8	20	8	22	14	29	7	29	3	3	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 194
 QE1 ONE MENTION You said earlier that you requested a code (a PAC) from your current provider, how did you contact your provider to request the code?
 Base: All considerers who requested a PAC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
	Total (T)												
Unweighted Base	73	73	-	-	60	13	40	-	-	-	-	57	16
Base	36*	36*	**	**	29*	7**	20*	**	**	**	**	29*	6**
Effective Base	53	53	-	-	43	10	32	-	-	-	-	41	14
Telephone	-	-	-	-	-	-	-	-	-	-	-	-	-
Email	-	-	-	-	-	-	-	-	-	-	-	-	-
Web-chat	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales agent obtained it for me in-store	-	-	-	-	-	-	-	-	-	-	-	-	-
SMS/text	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't recall	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: all that used phone in combination with any other method	-	-	-	-	-	-	-	-	-	-	-	-	-
More than one mention	36	36	-	-	29	7	20	-	-	-	-	29	6
	100%	100%	-	-	100%	100%	100%	-	-	-	-	100%	100%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8



OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 195
 QE1 You said earlier that you requested a code (a PAC) from your previous/ current, how did you contact your provider to request the code?
 Base: All switchers/ considerers who requested a PAC

	Switchers	Considerers
Unweighted Base	330	73
Base	269	36
Effective Base	253	53
Telephone	200 74%	28 77%
Email	33 12%	2 6%
Web-chat	21 8%	2 6%
Sales agent obtained it for me in-store	20 8%	4 12%
SMS/text	24 9%	3 7%
Other	5 2%	-
Don't know/can't recall	8 3%	-

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 196
 QE2 And how did you actually receive the code?
 Base: All switchers/ considerers who requested a PAC

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	403	203	200	111	158	134	271	132	261	142	335	34	21	13
Base	305	165	140	101*	118	85*	182	122*	198	107	257	24**	11**	13**
Effective Base	300	150	153	84	125	96	209	100	200	101	252	27	14	9
SMS/text	122	66	56	48	45	30	73	50	84	39	106	9	6	2
	40%	40%	40%	47%	38%	36%	40%	41%	42%	36%	41%	36%	55%	17%
Telephone	94	56	38	29	37	27	62	32	60	34	82	7	2	3
	31%	34%	27%	29%	32%	32%	34%	26%	30%	31%	32%	28%	16%	24%
Email	61	36	25	16	23	21	39	22	40	20	52	4	1	4
	20%	22%	18%	16%	20%	25%	21%	18%	20%	19%	20%	16%	7%	30%
Sales agent obtained it for me in-store	17	8	9	8	5	4	10	7	12	6	15	2	1	-
	6%	5%	7%	8%	4%	5%	6%	6%	6%	5%	6%	7%	8%	-
Web-chat	16	7	9	10	4	2	11	5	11	4	12	2	-	2
	5%	4%	6%	10%	3%	2%	6%	4%	6%	4%	5%	7%	-	13%
Other	2	1	1	-	1	1	2	1	1	2	1	*	-	*
	1%	1%	1%	-	1%	1%	1%	1%	*	2%	1%	2%	-	3%
Did not receive code from provider	23	13	11	5	12	7	11	12	15	9	20	2	2	*
	8%	8%	8%	5%	10%	8%	6%	10%	7%	8%	8%	7%	13%	2%
Don't know/can't recall	18	6	12	7	7	4	11	7	11	7	15	1	1	1
	6%	4%	8%	6%	6%	5%	6%	5%	5%	7%	6%	5%	7%	11%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 196
 QE2 And how did you actually receive the code?
 Base: All switchers/ considerers who requested a PAC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	403	330	73	256	74	60	13	249	262	65	298	29	57	16
Base	305	269	36*	228	41*	29*	7**	187	215	50*	239	27**	29*	6**
Effective Base	300	253	53	202	59	43	10	184	208	44	233	20	41	14
SMS/text	122	111	11	104	7	9	3	70	92	17	100	8	10	1
	40% d	41%	32%	46%	17%	30%	39%	38%	43%	34%	42%	31%	35%	19%
Telephone	94	86	8	77	9	6	1	57	69	16	70	15	6	2
	31%	32%	21%	34%	23%	21%	22%	31%	32%	31%	29%	54%	19%	33%
Email	61	57	4	47	10	3	1	42	47	9	55	2	3	1
	20%	21%	10%	21%	25%	10%	11%	23%	22%	19%	23%	8%	10%	11%
Sales agent obtained it for me in-store	17	14	3	10	4	2	1	12	12	2	14	-	3	1
	6%	5%	9%	4%	9%	8%	13%	6%	6%	4%	6%	-	9%	10%
Web-chat	16	14	2	14	-	1	*	12	13	1	14	-	1	1
	5%	5%	5%	6%	-	5%	5%	7%	6%	1%	6%	-	4%	10%
Other	2	2	1	1	*	1	-	1	1	1	1	*	*	*
	1%	1%	2%	1%	1%	2%	-	1%	*	1%	1%	1%	1%	6%
Did not receive code from provider	23	12	12	-	12	10	1	16	6	5	10	1	9	3
	8% ch	4%	33% T	-	28% T	36% T	22%	8%	3%	11% h	4%	5%	31% T	41%
Don't know/can't recall	18	17	1	15	3	-	1	9	12	4	13	4	1	-
	6%	6%	2%	6%	6%	-	11%	5%	6%	7%	5%	14%	2%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 197
 QE2 And how did you actually receive the code?
 Base: All switchers/ considerers who requested a PAC

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	403	203	200	111	158	134	271	132	261	142	335	34	21	13
Base	305	165	140	101*	118	85*	182	122*	198	107	257	24**	11**	13**
Effective Base	300	150	153	84	125	96	209	100	200	101	252	27	14	9
SMS/text	122	66	56	48	45	30	73	50	84	39	106	9	6	2
	40%	40%	40%	47%	38%	36%	40%	41%	42%	36%	41%	36%	55%	17%
Telephone	94	56	38	29	37	27	62	32	60	34	82	7	2	3
	31%	34%	27%	29%	32%	32%	34%	26%	30%	31%	32%	28%	16%	24%
Email	61	36	25	16	23	21	39	22	40	20	52	4	1	4
	20%	22%	18%	16%	20%	25%	21%	18%	20%	19%	20%	16%	7%	30%
Sales agent obtained it for me in-store	17	8	9	8	5	4	10	7	12	6	15	2	1	-
	6%	5%	7%	8%	4%	5%	6%	6%	6%	5%	6%	7%	8%	-
Web-chat	16	7	9	10	4	2	11	5	11	4	12	2	-	2
	5%	4%	6%	10%	3%	2%	6%	4%	6%	4%	5%	7%	-	13%
Other	2	1	1	-	1	1	2	1	1	2	1	*	-	*
	1%	1%	1%	-	1%	1%	1%	1%	*	2%	1%	2%	-	3%
Did not receive code from provider	23	13	11	5	12	7	11	12	15	9	20	2	2	*
	8%	8%	8%	5%	10%	8%	6%	10%	7%	8%	8%	7%	13%	2%
Don't know/can't recall	18	6	12	7	7	4	11	7	11	7	15	1	1	1
	6%	4%	8%	6%	6%	5%	6%	5%	5%	7%	6%	5%	7%	11%
Net: all that received via phone in combination with any other method	21	16	5	8	6	7	16	5	13	8	19	2	-	-
	7%	9%	4%	8%	5%	8%	9%	4%	7%	7%	7%	7%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 197
 QE2 And how did you actually receive the code?
 Base: All switchers/ considerers who requested a PAC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	403	330	73	256	74	60	13	249	262	65	298	29	57	16
Base	305	269	36*	228	41*	29*	7**	187	215	50*	239	27**	29*	6**
Effective Base	300	253	53	202	59	43	10	184	208	44	233	20	41	14
SMS/text	122	111	11	104	7	9	3	70	92	17	100	8	10	1
	40%T	41%	32%	46%	17%	30%	39%	38%	43%	34%	42%	31%	35%	19%
Telephone	94	86	8	77	9	6	1	57	69	16	70	15	6	2
	31%	32%	21%	34%	23%	21%	22%	31%	32%	31%	29%	54%	19%	33%
Email	61	57	4	47	10	3	1	42	47	9	55	2	3	1
	20%	21%	10%	21%	25%	10%	11%	23%	22%	19%	23%	8%	10%	11%
Sales agent obtained it for me in-store	17	14	3	10	4	2	1	12	12	2	14	-	3	1
	6%	5%	9%	4%	9%	8%	13%	6%	6%	4%	6%	-	9%	10%
Web-chat	16	14	2	14	-	1	*	12	13	1	14	-	1	1
	5%	5%	5%	6%	-	5%	5%	7%	6%	1%	6%	-	4%	10%
Other	2	2	1	1	*	1	-	1	1	1	1	*	*	*
	1%	1%	2%	1%	1%	2%	-	1%	*	1%	1%	1%	1%	6%
Did not receive code from provider	23	12	12	-	12	10	1	16	6	5	10	1	9	3
	8%T	4%	33%T	-	28%T	36%T	22%	8%	3%	11%T	4%	5%	31%T	41%
Don't know/can't recall	18	17	1	15	3	-	1	9	12	4	13	4	1	-
	6%	6%	2%	6%	6%	-	11%	5%	6%	7%	5%	14%	2%	-
Net: all that received via phone in combination with any other method	21	18	2	16	2	1	1	12	15	2	14	3	1	1
	7%	7%	7%	7%	5%	4%	18%	6%	7%	4%	6%	12%	4%	17%

BDRC Continental/22052/V14

Prepared by BDRC Continental
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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 198
QE2 ONE MENTION And how did you actually receive the code?
 Base: All switchers/ considerers who requested a PAC with one mention only

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	403	203	200	111	158	134	271	132	261	142	335	34	21	13
Base	305	165	140	101*	118	85*	182	122*	198	107	257	24**	11**	13**
Effective Base	300	150	153	84	125	96	209	100	200	101	252	27	14	9
SMS/text	97	52	45	38	33	25	54	43	62	35	81	8	6	2
	32%	32%	32%	38%	28%	29%	29%	35%	31%	32%	32%	34%	49%	17%
Telephone	73	40	32	21	31	21	46	27	47	26	63	5	2	3
	24%	25%	23%	21%	26%	24%	25%	22%	24%	24%	24%	22%	16%	24%
Email	41	24	17	10	17	14	23	17	27	14	34	3	*	4
	13%	15%	12%	10%	14%	16%	13%	14%	14%	13%	13%	11%	2%	30%
Sales agent obtained it for me in-store	8	4	4	2	2	4	5	4	4	4	6	2	1	-
	3%	2%	3%	2%	2%	5%	2%	3%	2%	4%	2%	7%	8%	-
Web-chat	6	3	3	4	*	1	3	2	3	2	3	2	-	2
	2%	2%	2%	4%	*	1%	2%	2%	2%	2%	1%	7%	-	13%
Other	1	-	1	-	1	*	1	*	1	1	1	*	-	*
	*	-	1%	-	1%	*	1%	*	*	1%	*	2%	-	3%
Did not receive code from provider	23	13	11	5	12	7	11	12	15	9	20	2	2	*
	8%	8%	8%	5%	10%	8%	6%	10%	7%	8%	8%	7%	13%	2%
Don't know/can't recall	18	6	12	7	7	4	11	7	11	7	15	1	1	1
	6%	4%	8%	6%	6%	5%	6%	5%	5%	7%	6%	5%	7%	11%
Net: all that received via phone in combination with any other method	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than one mention	38	23	15	14	14	10	29	9	28	10	36	2	1	-
	12%	14%	11%	14%	12%	11%	16%	8%	14%	9%	14%	7%	6%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 198
 QE2 ONE MENTION And how did you actually receive the code?
 Base: All switchers/ considerers who requested a PAC with one mention only

	Total (T)	Sample Type		Switchers with PAC		Switchers with C&R		Considerers (intended PAC)		Considered other/ undecided		Switched any other service in last 18 months (QA10)		QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)					
Unweighted Base	403	330	73	256	74	60	13	249	262	65	298	29	57	16					
Base	305	269	36*	228	41*	29*	7**	187	215	50*	239	27**	29*	6**					
Effective Base	300	253	53	202	59	43	10	184	208	44	233	20	41	14					
SMS/text	97	88	9	82	6	7	2	52	72	14	80	6	9	1					
		32% ^h	33%	26%	36%	15%	23%	35%	28%	34%	28%	34%	22%	29%	8%				
Telephone	73	68	5	60	7	5	*	45	54	14	56	11	4	1					
		24%	25%	15%	26%	18%	17%	4%	24%	25%	27%	24%	42%	14%	16%				
Email	41	39	1	31	8	1	-	28	32	7	38	1	1	-					
		13%	15% ^h	4%	14%	21%	5%	15%	15%	14%	16%	4%	5%	-					
Sales agent obtained it for me in-store	8	5	3	3	3	2	*	5	4	1	5	-	2	*					
Web-chat	3	2	1	1	6	7	6%	3	2	3%	2	-	7%	6%					
Other	6	5	1	5	-	*	*	5	5	-	5	-	*	*					
	2%	2%	2%	2%	-	1%	5%	3%	2%	-	2%	-	1%	5%					
Did not receive code from provider	1	1	1	*	*	1	-	1	-	1	*	*	*	*					
	*	*	2%	*	1%	2%	-	1%	-	1%	*	1%	1%	6%					
Don't know/can't recall	23	12	12	-	12	10	1	16	6	5	10	1	9	3					
	8% ^h	4%	33% ^T	-	28% ^T	36% ^T	22%	8%	3%	11% ^h	4%	5%	31% ^T	41%					
Net: all that received via phone in combination with any other method	18	17	1	15	3	-	1	9	12	4	13	4	1	-					
	6%	6%	2%	6%	6%	-	11%	5%	6%	7%	5%	14%	2%	-					
More than one mention	38	34	4	32	2	2	1	25	29	4	30	3	2	1					
	12%	13%	10%	14%	6%	8%	18%	13%	14%	8%	12%	12%	8%	17%					

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 199
 QE3 Did your previous provider talk to you about anything else when you contacted them to obtain the code?
 Base: All switchers who requested a PAC

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	330	163	167	95	126	109	223	107	210	120	274	26	19	11
Base	269	141	127	93*	98	77*	160	108*	169	100*	227	21**	9**	12**
Effective Base	253	123	133	74	101	83	178	84	164	90	212	21	17	9
No, they just gave me the PAC	107	59	48	31	43	33	60	48	59	48	90	7	4	6
	40%	42%	38%	33%	44%	43%	37%	44%	35%	48%	39%	36%	43%	52%
Yes, they offered me another deal/discount on existing package	74	36	39	30	22	23	46	28	49	26	60	8	3	4
	28%	25%	30%	32%	22%	30%	29%	26%	29%	26%	26%	37%	33%	34%
Yes, they talked about their products and services	58	29	29	21	18	20	35	23	34	24	47	7	2	1
	22%	21%	23%	22%	18%	26%	22%	21%	20%	24%	21%	35%	23%	11%
Yes, they talked about aspects of my service that I would lose if I left them	48	26	22	19	20	9	32	16	32	16	42	2	2	2
	18%	18%	17%	21%	20%	11%	20%	15%	19%	16%	19%	10%	20%	14%
Yes they told me about aspects of my current contract (e.g. termination charges)	39	21	19	15	16	8	27	13	27	13	34	4	*	1
	15%	15%	15%	16%	16%	11%	17%	12%	16%	13%	15%	18%	4%	11%
Yes, they talked about my new provider's service	27	13	13	15	8	4	14	13	22	5	23	1	2	1
	10%	9%	10%	17%	8%	5%	9%	12%	13%	5%	10%	6%	19%	9%
Yes, other (please type in)	5	2	2	1	2	1	3	1	4	1	3	1	*	-
	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	1%	7%	4%	-
Don't know/can't recall	20	10	11	9	6	6	11	10	13	8	18	2	*	-
	8%	7%	8%	9%	7%	7%	7%	9%	7%	8%	8%	10%	5%	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 199
 QE3 Did your previous provider talk to you about anything else when you contacted them to obtain the code?
 Base: All switchers who requested a PAC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Swit-chers (a)	Consid-erers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Diffi-cult (i)	Net Satis-fied (j)	Net Dissat-ified (k)	Net Satis-fied (l)	Net Dissat-ified (m)
Unweighted Base	330	-	256	74	-	-	209	262	65	298	29	-	-
Base	269	**	228	41*	-**	-**	167	215	50*	239	27**	-**	-**
Effective Base	253	-	202	59	-	-	157	208	44	233	20	-	-
No, they just gave me the PAC	107	-	96	11	-	-	55	89	18	96	11	-	-
40%	40%	-	42%	27%	-	-	33%	42%	36%	40%	42%	-	-
Yes, they offered me another deal/discount on existing package	74	-	59	16	-	-	51	63	10	71	2	-	-
28%	28%	-	26%	38%	-	-	31%	30%	20%	30%	7%	-	-
Yes, they talked about their products and services	58	-	47	11	-	-	42	47	11	55	3	-	-
22%	22%	-	21%	28%	-	-	25%	22%	23%	23%	12%	-	-
Yes, they talked about aspects of my service that I would lose if I left them	48	-	40	8	-	-	30	37	11	43	5	-	-
18%	18%	-	17%	20%	-	-	18%	17%	21%	18%	18%	-	-
Yes they told me about aspects of my current contract (e.g. termination charges)	39	-	34	6	-	-	29	29	10	34	5	-	-
15%	15%	-	15%	14%	-	-	18%	14%	21%	14%	19%	-	-
Yes, they talked about my new provider's service	27	-	22	4	-	-	19	24	2	25	2	-	-
10%	10%	-	10%	11%	-	-	12%	11%	5%	10%	8%	-	-
Yes, other (please type in)	5	-	4	1	-	-	4	3	2	4	*	-	-
2%	2%	-	2%	3%	-	-	2%	1%	3%	2%	1%	-	-
Don't know/can't recall	20	-	15	6	-	-	9	13	5	17	3	-	-
8%	8%	-	6%	14%	-	-	5%	6%	9%	7%	10%	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 200
 QE3 Did your current provider talk to you about anything else when you contacted them to obtain the code?
 Base: All considerers who requested a PAC

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	73	40	33	16	32	25	48	25	51	22	61	8	2	2
Base	36*	23**	13**	8**	20**	8**	22*	14**	29*	7**	29*	3**	3**	1**
Effective Base	53	30	28	14	24	20	34	20	39	19	48	7	2	2
Yes, they offered me another deal/discount on existing package	17	10	6	3	8	5	11	5	14	3	14	1	1	1
	46%	44%	51%	42%	40%	68%	51%	39%	47%	45%	47%	44%	25%	100%
Yes, they talked about their products and services	9	5	5	2	6	2	5	4	8	1	8	1	-	*
	26%	20%	36%	24%	28%	20%	23%	30%	29%	13%	28%	19%	-	36%
Yes, they talked about aspects of my service that I would lose if I left them	7	4	3	2	4	1	4	3	6	1	6	*	-	*
	20%	15%	27%	25%	21%	11%	17%	24%	20%	17%	22%	12%	-	36%
No, they just gave me the PAC	7	5	1	1	5	1	5	2	5	1	4	1	2	-
	18%	22%	11%	11%	24%	11%	23%	11%	19%	16%	12%	28%	75%	-
Yes they told me about aspects of my current contract (e.g. termination charges)	5	4	1	1	3	1	4	1	4	*	3	1	-	1
	13%	16%	7%	10%	14%	13%	19%	4%	15%	2%	11%	21%	-	100%
Yes, they talked about my new provider's service	3	1	2	1	1	1	2	1	2	*	2	*	-	*
	7%	4%	12%	9%	5%	9%	9%	4%	8%	4%	7%	12%	4%	36%
Yes, other (please type in)	*	-	*	-	-	*	-	*	-	*	*	-	-	-
	*	-	1%	-	-	1%	-	1%	-	1%	*	-	-	-
Don't know/can't recall	4	2	2	2	2	*	3	2	3	2	4	*	-	-
	12%	10%	16%	24%	9%	6%	12%	12%	9%	24%	14%	7%	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 200
 QE3 Did your current provider talk to you about anything else when you contacted them to obtain the code?
 Base: All considerers who requested a PAC

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	73	-	73	-	60	13	40	-	-	-	-	57	16
Base	36*	**	36*	**	29*	7**	20*	**	**	**	**	29*	6**
Effective Base	53	-	53	-	43	10	32	-	-	-	-	41	14
Yes, they offered me another deal/discount on existing package	17	-	17	-	16	1	9	-	-	-	-	14	3
	46%	-	46%	-	54%	13%	47%	-	-	-	-	48%	40%
Yes, they talked about their products and services	9	-	9	-	7	2	7	-	-	-	-	7	2
	26%	-	26%	-	25%	29%	37%	-	-	-	-	24%	31%
Yes, they talked about aspects of my service that I would lose if I left them	7	-	7	-	7	*	6	-	-	-	-	6	1
	20%	-	20%	-	23%	6%	28%	-	-	-	-	20%	16%
No, they just gave me the PAC	7	-	7	-	6	*	3	-	-	-	-	6	1
	18%	-	18%	-	21%	5%	16%	-	-	-	-	20%	10%
Yes they told me about aspects of my current contract (e.g. termination charges)	5	-	5	-	4	1	4	-	-	-	-	4	1
	13%	-	13%	-	13%	12%	19%	-	-	-	-	13%	10%
Yes, they talked about my new provider's service	3	-	3	-	2	*	2	-	-	-	-	1	1
	7%	-	7%	-	7%	6%	9%	-	-	-	-	5%	16%
Yes, other (please type in)	*	-	*	-	*	-	-	-	-	-	-	*	-
	*	-	*	-	*	-	-	-	-	-	-	*	-
Don't know/can't recall	4	-	4	-	1	3	1	-	-	-	-	3	1
	12%	-	12%	-	3%	49%	5%	-	-	-	-	12%	13%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Table 201
 QE3 Did your previous/ current provider talk to you about anything else when you contacted them to obtain the code?
 Base: All switchers/ considerers who requested a PAC

	Switchers	Considerers
Unweighted Base	330	73
Base	269	36
Effective Base	253	53
Yes, they offered me another deal/discount on existing package	74 28%	17 46%
Yes they told me about aspects of my current contract (e.g. termination charges)	39 15%	5 13%
Yes, they talked about their products and services	58 22%	9 26%
Yes, they talked about aspects of my service that I would lose if I left them	48 18%	7 20%
Yes, they talked about my new provider's service	27 10%	3 7%
Yes, other (please type in)	5 2%	* *
No, they just gave me the PAC	107 40%	7 18%
Don't know/can't recall	20 8%	4 12%

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 202
 QE4 How easy, or difficult, did you find it to obtain your PAC?
 Base: All switchers/considerers who requested a PAC

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	358	182	176	102	137	119	248	110	232	126	297	31	18	12
Base	281	152	130	96*	106	79*	171	110*	183	99*	236	22**	10**	13**
Effective Base	269	134	137	78	109	87	192	86	180	90	226	24	12	9
Very easy	108	60	48	31	42	35	57	51	67	41	88	11	5	4
	38%	39%	37%	32%	40%	44%	33%	47%	37%	41%	37%	51%	51%	32%
Fairly easy	119	66	53	47	38	34	85	34	74	45	105	7	3	3
	42%	43%	41%	49%	36%	43%	50%	31%	41%	45%	45%	30%	34%	26%
Fairly difficult	40	21	19	14	19	7	23	17	35	6	35	2	1	3
	14%	14%	15%	15%	18%	9%	14%	16%	13%	6%	15%	9%	12%	21%
Very difficult	12	4	8	3	7	2	6	5	5	7	7	2	*	3
	4%	3%	6%	3%	7%	2%	4%	5%	3%	7%	3%	10%	3%	20%
Don't know	2	2	1	2	-	1	-	2	2	1	2	-	-	-
	1%	1%	1%	2%	-	1%	-	2%	1%	1%	1%	-	-	-
NET: Easy	227	125	102	78	80	69	142	85	142	85	193	18	8	7
	81%	82%	79%	80%	75%	88%	83%	77%	77%	87%	82%	81%	85%	58%
NET: Difficult	52	25	27	17	26	9	30	23	40	13	41	4	1	5
	19%	17%	21%	18%	23%	11%	17%	21%	22%	13%	17%	19%	15%	42%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 202
 QE4 How easy, or difficult, did you find it to obtain your PAC?
 Base: All switchers/considerers who requested a PAC

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	358	309	49	256	53	39	10	221	251	55	279	27	38	11
Base	281	257	24*	228	30*	19**	5**	171	208	45*	228	26**	20**	4**
Effective Base	269	238	35	202	42	27	8	163	200	37	219	19	27	10
Very easy	108	100	8	92	8	6	1	56	96	5	95	4	7	1
		39%	32%	41%	26%	33%	29%	33%	48%	10%	42%	17%	32%	30%
Fairly easy	119	107	11	93	14	10	2	76	95	12	94	14	11	1
		42%	47%	41%	48%	51%	33%	45%	45%	27%	41%	52%	52%	21%
Fairly difficult	40	37	4	32	5	2	2	31	11	24	30	5	3	1
		14%	16%	14%	16%	12%	32%	18%	5%	82%	13%	18%	15%	20%
Very difficult	12	11	1	8	3	1	*	6	6	5	9	2	-	1
		4%	5%	3%	9%	4%	6%	3%	3%	10%	4%	7%	-	29%
Don't know	2	2	-	2	-	-	-	2	1	-	1	2	-	-
		1%	-	1%	-	-	-	1%	*	-	*	6%	-	-
NET: Easy	227	208	19	186	22	16	3	132	191	17	189	18	17	2
		81%	79%	82%	75%	84%	62%	77%	82%	37%	83%	69%	85%	51%
NET: Difficult	52	47	5	40	8	3	2	37	17	28	38	6	3	2
		15%	21%	17%	25%	16%	38%	22%	8%	63%	17%	25%	15%	49%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 203

QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?

Base: All switchers who requested a PAC and found it difficult to obtain one

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	56	28	28	18	25	13	37	19	40	16	44	4	3	5
Base	47*	23**	24**	16**	23**	8**	27*	20**	36*	11**	37*	4**	1**	5**
Effective Base	45	24	22	14	22	12	31	16	33	13	36	4	3	4
Conversation to get the code took too long	31 66%	15 65%	16 67%	11 68%	18 78%	2 27%	18 68%	13 64%	25 69%	6 57%	23 63%	2 61%	1 100%	4 83%
Took too long to get the code, from when I requested it	25 52%	12 51%	13 53%	9 56%	12 51%	4 47%	15 57%	9 46%	17 46%	8 72%	16 45%	3 78%	1 65%	5 85%
Getting through to my previous provider to request the code	21 44%	7 32%	13 55%	7 47%	10 45%	3 34%	10 36%	11 54%	14 38%	7 61%	15 41%	2 54%	* 21%	3 60%
previous provider refused to give me the code	5 11%	2 10%	3 11%	2 10%	3 12%	1 7%	3 11%	2 10%	2 4%	3 31%	2 6%	2 63%	- -	* 8%
I was told I did not need a code	4 9%	4 18%	-	1 8%	2 8%	1 13%	2 8%	2 9%	4 11%	-	2 6%	-	-	2 34%
Received wrong code	1 1%	-	1 2%	1 3%	-	-	1 2%	-	1 1%	-	1 1%	-	-	-
Other (please type in)	3 6%	2 9%	1 4%	1 6%	1 3%	2 19%	1 5%	2 9%	2 7%	1 5%	3 7%	-	* 21%	-
Don't know/can't remember	2 3%	1 3%	1 4%	-	1 3%	1 11%	-	2 8%	1 2%	1 8%	2 4%	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testingSwitcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 203

QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?

Base: All switchers who requested a PAC and found it difficult to obtain one

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	56	56	-	45	11	-	-	37	20	34	47	7	-	-
Base	47*	47*	**	40*	8**	-**	-**	33*	17**	28**	38*	6**	-**	-**
Effective Base	45	45	-	37	9	-	-	30	17	26	37	6	-	-
Conversation to get the code took too long	31	31	-	29	3	-	-	24	10	21	27	4	-	-
	66%	66%	-	72%	35%	-	-	72%	59%	75%	71%	61%	-	-
Took too long to get the code, from when I requested it	25	25	-	20	4	-	-	18	7	17	22	3	-	-
	52%	52%	-	51%	58%	-	-	55%	44%	61%	56%	46%	-	-
Getting through to my previous provider to request the code	21	21	-	19	2	-	-	15	6	15	18	3	-	-
	44%	44%	-	48%	24%	-	-	45%	33%	54%	47%	40%	-	-
previous provider refused to give me the code	5	5	-	4	1	-	-	3	2	3	5	-	-	-
	11%	11%	-	11%	9%	-	-	8%	13%	10%	13%	-	-	-
I was told I did not need a code	4	4	-	3	1	-	-	3	-	2	2	-	-	-
	9%	9%	-	8%	14%	-	-	9%	-	6%	5%	-	-	-
Received wrong code	1	1	-	-	1	-	-	-	-	1	1	-	-	-
	1%	1%	-	-	7%	-	-	-	-	2%	1%	-	-	-
Other (please type in)	3	3	-	2	1	-	-	1	2	2	2	1	-	-
	6%	6%	-	6%	7%	-	-	3%	9%	5%	6%	9%	-	-
Don't know/can't remember	2	2	-	1	1	-	-	1	1	1	2	-	-	-
	3%	3%	-	2%	10%	-	-	2%	4%	3%	4%	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 204

QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?

Base: All considerers who requested a PAC and found it difficult to obtain one

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	12	3	9	3	6	3	8	4	7	5	10	2	-	-
Base	5**	2**	3**	1**	3**	1**	3**	2**	4**	1**	4**	1**	-**	-**
Effective Base	8	2	8	3	4	3	7	3	5	5	7	2	-	-
Conversation to get the code took too long	2	*	2	1	1	-	2	-	2	-	2	*	-	-
46%	18%	64%	71%	48%	-	-	86%	-	64%	-	45%	51%	-	-
Took too long to get the code, from when I requested it	2	-	2	1	1	*	1	*	1	1	1	1	-	-
37%	-	61%	42%	32%	46%	55%	16%	34%	44%	25%	100%	-	-	
current provider refused to give me the code	2	*	1	1	-	1	1	1	1	1	1	*	-	-
31%	16%	42%	71%	-	85%	20%	45%	15%	74%	28%	49%	-	-	
I was told I did not need a code	1	1	-	-	1	-	-	1	1	-	1	-	-	-
26%	66%	-	-	44%	-	-	55%	36%	-	31%	-	-	-	
Getting through to my current provider to request the code	1	-	1	-	*	*	*	*	*	*	*	*	-	-
16%	-	26%	-	10%	61%	16%	16%	9%	35%	10%	49%	-	-	
Received wrong code	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 204

QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?
 Base: All considerers who requested a PAC and found it difficult to obtain one

	Total (T)	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
		Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	12	-	12	-	-	9	3	9	-	-	-	-	6	6
Base	5**	**	5**	**	**	3**	2**	4**	**	**	**	**	3**	2**
Effective Base	8	-	8	-	-	8	2	6	-	-	-	-	4	6
Conversation to get the code took too long	2	-	2	-	-	2	*	2	-	-	-	-	1	1
46%		-	46%	-	-	64%	19%	55%	-	-	-	-	39%	57%
Took too long to get the code, from when I requested it	2	-	2	-	-	2	-	1	-	-	-	-	1	1
37%		-	37%	-	-	61%	-	35%	-	-	-	-	25%	57%
current provider refused to give me the code	2	-	2	-	-	1	*	1	-	-	-	-	1	1
31%		-	31%	-	-	42%	16%	21%	-	-	-	-	28%	36%
I was told I did not need a code	1	-	1	-	-	-	1	1	-	-	-	-	1	-
26%		-	26%	-	-	-	65%	31%	-	-	-	-	42%	-
Getting through to my current provider to request the code	1	-	1	-	-	1	-	*	-	-	-	-	-	1
16%		-	16%	-	-	27%	-	7%	-	-	-	-	-	42%
Received wrong code	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please type in)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 205

QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?

Base: All switchers/considerers who requested a PAC and found it difficult to obtain one

	Total (T)	Gender		Age collapsed			SEG		Working Status		Nations			
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	68	31	37	21	31	16	45	23	47	21	54	6	3	5
Base	52*	25**	27**	17**	26**	9**	30*	23**	40*	13**	41*	4**	1**	5**
Effective Base	52	26	26	15	25	13	36	18	37	16	41	5	3	4
Conversation to get the code took too long	33	15	18	12	19	2	21	13	27	6	25	3	1	4
	64%	61%	67%	68%	75%	25%	69%	57%	68%	51%	61%	59%	100%	83%
Took too long to get the code, from when I requested it	26	12	15	9	13	4	17	10	18	9	17	4	1	5
	51%	47%	54%	55%	49%	47%	57%	43%	45%	69%	43%	82%	65%	85%
Getting through to my (SWITCHER) previous/ (CONSIDERERS) current provider to request the code	21	7	14	7	11	3	10	11	14	7	16	2	*	3
	41%	30%	52%	44%	41%	37%	35%	50%	36%	59%	38%	53%	21%	60%
(SWITCHER) previous/ (CONSIDERERS) current provider refused to give me the code	7	3	4	2	3	1	3	3	2	5	4	3	-	*
	13%	10%	14%	14%	11%	14%	12%	14%	5%	36%	9%	60%	-	8%
I was told I did not need a code	5	5	-	1	3	1	2	3	5	-	4	-	-	2
	10%	21%	-	7%	12%	12%	8%	14%	14%	-	9%	-	-	34%
Received wrong code	1	-	1	1	-	-	1	-	1	-	1	-	-	-
	1%	-	2%	3%	-	-	2%	-	1%	-	1%	-	-	-
Other (please type in)	3	2	1	1	1	2	1	2	2	1	3	-	*	-
	6%	8%	3%	5%	2%	17%	4%	8%	6%	4%	7%	-	21%	-
Don't know/can't remember	2	1	1	-	1	1	-	2	1	1	2	-	-	-
	3%	3%	3%	-	3%	10%	-	7%	2%	7%	4%	-	-	-

BDRc Continental/22052/V14

Prepared by BDRc Continental
Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 205
QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?
 Base: All switchers/considerers who requested a PAC and found it difficult to obtain one

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)		
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)	
	Total (T)													
Unweighted Base	68	56	12	45	11	9	3	46	20	34	47	7	6	6
Base	52*	47*	5**	40*	8**	3**	2**	37*	17**	28**	38*	6**	3**	2**
Effective Base	52	45	8	37	9	8	2	36	17	26	37	6	4	6
Conversation to get the code took too long	33	31	2	29	3	2	*	26	10	21	27	4	1	1
	64%	66%	46%	72%	35%	64%	19%	70%	59%	75%	71%	61%	39%	57%
Took too long to get the code, from when I requested it	26	25	2	20	4	2	-	19	7	17	22	3	1	1
	51%	52%	37%	51%	58%	61%	-	52%	44%	61%	56%	46%	25%	57%
Getting through to my (SWITCHER) previous/ (CONSIDERERS) current provider to request the code	21	21	1	19	2	1	-	15	6	15	18	3	-	1
	41%	44%	16%	48%	24%	27%	-	41%	33%	54%	47%	40%	-	42%
(SWITCHER) previous/ (CONSIDERERS) current provider refused to give me the code	7	5	2	4	1	1	*	3	2	3	5	-	1	1
	13%	11%	31%	11%	9%	42%	16%	9%	13%	10%	13%	-	28%	36%
I was told I did not need a code	5	4	1	3	1	-	1	4	-	2	2	-	1	-
	10%	9%	26%	8%	14%	-	65%	12%	-	6%	5%	-	42%	-
Received wrong code	1	1	-	-	1	-	-	-	-	1	1	-	-	-
	1%	1%	-	-	7%	-	-	-	-	2%	1%	-	-	-
Other (please type in)	3	3	-	2	1	-	-	1	2	2	2	1	-	-
	6%	6%	-	6%	7%	-	-	3%	9%	5%	6%	9%	-	-
Don't know/can't remember	2	2	-	1	1	-	-	1	1	1	2	-	-	-
	3%	3%	-	2%	10%	-	-	2%	4%	3%	4%	-	-	-

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
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 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

Table 206
 QE5b And which, if any, of the following were reasons you felt it was difficult to get the code?
 Base: All switchers/considerers who requested a PAC and found it difficult to obtain one

	Switcher	Considerer
Unweighted Base	56	12
Base	47	5
Effective Base	45	8
Getting through to my (SWITCHER) previous/ (CONSIDERERS) current provider to request the code	21 44%	1 16%
(SWITCHER) previous/ (CONSIDERERS) current provider refused to give me the code	5 11%	2 31%
Received wrong code	1 1%	-
Took too long to get the code, from when I requested it	25 52%	2 37%
Conversation to get the code took too long	31 66%	2 46%
I was told I did not need a code	4 9%	1 26%
Other (please type in)	3 6%	-
Don't know/can't remember	2 3%	-

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 207
 QE6 How would you rate your overall switching experience, i.e. from the point at which you decided you wanted to switch to the point you were using your new provider's service?
 Base: All switchers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1306	612	694	473	529	304	836	470	888	418	1112	103	71	20
Base	980	483	497	396	392	192	556	424	662	318	853	68*	38*	21**
Effective Base	1016	468	552	377	421	223	659	378	695	321	867	83	58	17
Very easy	300	156	144	85	136	79	156	145	192	108	250	26	18	6
	31% ^{sd}	32%	29%	21% ^{sd}	35% ^{sc}	41% st	28% ^{sd}	34% ^{sd}	29%	34%	29%	39%	46% st	29%
Fairly easy	468	221	247	198	184	87	279	190	323	145	413	30	14	11
	46%	46%	50%	50%	47%	45%	50%	45%	49%	46%	48%	45%	36%	55%
Fairly difficult	147	74	73	79	53	15	91	55	106	41	133	6	5	3
	15% ^{sd}	15%	15%	20% ^{td}	13% ^{sd}	8%	16%	13%	16%	13%	16%	9%	12%	14%
Very difficult	33	19	14	14	11	8	18	15	17	16	26	5	1	*
	3%	4%	3%	4%	3%	4%	3%	4%	3%	5%	3%	7%	4%	2%
Don't know	32	13	19	19	8	4	12	19	24	8	31	-	1	-
	3%	3%	4%	5% ^{sd}	2%	2%	2%	5% ^{sd}	4%	2%	4%	-	2%	-
NET: Easy	769	377	391	283	320	166	434	335	515	253	663	57	32	17
	76% ^{sd}	78%	79%	71% ^{sd}	82% ^{sc}	86% st	78%	79%	78%	80%	78%	84%	82%	84%
NET: Difficult	180	93	87	94	63	23	109	70	123	57	159	11	6	3
	18% ^{sd}	19%	17%	24% ^{td}	16%	12%	20%	17%	19%	18%	19%	16%	16%	16%

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
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Switcher = Switched provider in the last 18 months at QA7
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OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 207
 QE6 How would you rate your overall switching experience, i.e. from the point at which you decided you wanted to switch to the point you were using your new provider's service?
 Base: All switchers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	-	705	601	-	-	837	1038	230	1158	129	-	-
Base	980	-**	653	327	-**	-**	625	769	180	851	112*	-**	-**
Effective Base	1016	-	586	491	-	-	647	817	170	911	95	-	-
Very easy	300	-	188	112	-	-	173	300	-	292	7	-	-
	31% ^h	-	29%	34%	-	-	28%	39% ^h	-	34% ^h	6%	-	-
Fairly easy	468	-	320	149	-	-	303	468	-	424	44	-	-
	46% ^h	-	49%	45%	-	-	48%	61% ^h	-	50%	40%	-	-
Fairly difficult	147	-	104	42	-	-	108	-	147	104	42	-	-
	15% ^h	-	16%	13%	-	-	17%	-	62% ^h	12%	37% ^h	-	-
Very difficult	33	-	22	11	-	-	22	-	33	16	17	-	-
	3% ^h	-	3%	3%	-	-	4%	-	18% ^h	2%	15% ^h	-	-
Don't know	32	-	19	12	-	-	20	-	-	15	2	-	-
	3% ^h	-	3%	4%	-	-	3%	-	-	2%	2%	-	-
NET: Easy	769	-	508	261	-	-	475	769	-	716	51	-	-
	76% ^h	-	78%	80%	-	-	76%	100% ^h	-	34% ^h	46%	-	-
NET: Difficult	180	-	126	53	-	-	130	-	180	120	59	-	-
	18% ^h	-	19%	16%	-	-	21%	-	100% ^h	14%	52% ^h	-	-

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Absolutes/col percents

Table 208
 QE7 Overall, how satisfied are you with your decision to (CONSIDERERS) stay with your current provider / (SWITCHERS) switch to a new provider?
 Base: All switchers and considerers

	Gender		Age collapsed			SEG		Working Status		Nations				
	Total (T)	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not Working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)
Unweighted Base	1806	870	936	601	729	476	1181	625	1204	602	1545	140	85	36
Base	1211	620	591	464	504	243	702	509	826	385	1041	86	56*	27**
Effective Base	1339	643	702	465	572	314	884	482	914	425	1142	112	62	26
Very satisfied	567	278	289	199	231	137	316	251	358	209	464	54	32	17
	47%	45%	49%	43%	46%	56% ^{Tcd}	45%	49%	43%	54% Th	45%	62% ^{Tk}	56%	64%
Fairly satisfied	479	261	219	188	210	80	289	191	350	129	427	25	19	8
	40% ^{Tkl}	42%	37%	41% ^{lc}	42% ^{ld}	33%	41%	37%	42% ^{lh}	34%	41% ^{lk}	29%	34%	28%
Fairly dissatisfied	101	47	53	52	40	9	66	34	74	27	93	3	3	1
	8% ^{Tkl}	8%	9%	11% ^{lc}	8% ^{ld}	4%	9%	7%	9%	7%	8% ^{lk}	3%	6%	4%
Very dissatisfied	42	24	18	12	15	15	20	22	25	17	36	3	1	1
	3%	4%	3%	3%	3%	6% ^{Tcd}	3%	4%	3%	4%	3%	4%	3%	4%
Don't know	22	10	12	13	8	2	11	11	19	3	21	1	1	-
	2%	2%	2%	3% ^{lc}	2%	1%	2%	2%	2%	1%	2%	1%	1%	-
NET: Satisfied	1046	539	507	387	441	218	605	441	708	338	891	79	51	25
	86%	87%	86%	83%	88%	90% ^{Tcd}	86%	87%	86%	88%	86%	92%	90%	92%
NET: Dissatisfied	142	71	71	64	55	23	86	56	98	44	129	6	5	2
	12%	11%	12%	14%	11%	10%	12%	11%	12%	11%	12%	7%	9%	8%

BDRc Continental/22052/V14

Prepared by BDRc Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e - T/f/g - T/h/i - T/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8

OFCOM MOBILE SWITCHING 2015 - WEIGHTED

Table 208
 QE7 Overall, how satisfied are you with your decision to (CONSIDERERS) stay with your current provider / (SWITCHERS) switch to a new provider?
 Base: All switchers and considerers

	Sample Type		Switchers with PAC	Switchers with C&R	Considerers (intended PAC)	Considered other/ undecided	Switched any other service in last 18 months (QA10)	QE6 Switching experience		QE7 Satisfaction with decision (Switchers)		QE7 Satisfaction with decision (Considerers)	
	Switchers (a)	Considerers (b)	Yes (c)	Yes (d)	Yes (e)	Yes (f)	Yes (g)	Net Easy (h)	Net Difficult (i)	Net Satisfied (j)	Net Dissatisfied (k)	Net Satisfied (l)	Net Dissatisfied (m)
Unweighted Base	1306	500	705	601	394	106	1095	1038	230	1158	129	414	75
Base	1211	980	231	653	327	174	58*	744	180	851	112*	196	30*
Effective Base	1339	1016	356	586	491	283	76	817	170	911	95	293	56
Very satisfied	567	480	87	290	190	65	22	334	418	53	480	87	-
	47% ^{ab}	49% ^{cd}	38%	44%	58% ^{ij}	38%	37%	45%	54% ^{kl}	30%	56% ^{lm}	-	44% ^{no}
Fairly satisfied	479	370	109	261	110	84	25	301	298	67	370	109	-
	40% ^{cd}	38%	47% ^{de}	40%	34%	49% ^{jk}	43%	41%	39%	37%	44% ^{kl}	-	56% ^{lm}
Fairly dissatisfied	101	80	20	67	13	14	6	75	33	47	80	-	20
	8% ^{gh}	8%	9%	10%	4%	8%	11%	10%	4%	26% ^{kl}	72% ^{lm}	-	66% ^{no}
Very dissatisfied	42	32	10	21	10	7	3	21	18	12	32	-	10
	3% ^{hi}	3%	4%	3%	3%	4%	6%	3%	2%	6% ^{kl}	28% ^{lm}	-	34% ^{no}
Don't know	22	17	5	14	4	3	2	13	1	1	-	-	-
	2% ^{ij}	2%	2%	2%	1%	2%	3%	2%	*	1%	-	-	-
NET: Satisfied	1046	851	196	551	300	150	46	636	716	120	851	-	196
	86% ^{kl}	87%	85%	84%	62% ^{lm}	86%	80%	85%	83% ^{no}	67%	100% ^{pq}	-	100% ^{rs}
NET: Dissatisfied	142	112	30	89	23	21	10	95	51	59	112	-	30
	12% ^{gh}	11%	13%	14%	7%	12%	17%	13%	7%	33% ^{kl}	100% ^{lm}	-	100% ^{no}

BDRC Continental/22052/V14

Prepared by BDRC Continental
 Fieldwork: 20th August to 1st September 2015

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c - T/d - T/e - T/f - T/g - T/h/i - T/j/k - T/l/m
 * small base

Switcher = Switched provider in the last 18 months at QA7
 Considerer = Considered and actively started looking but decided not to change provider in the last 12 months at QA8
 Inactive = Considered but did not start looking and decided not to change provider OR Not considered changing mobile network provider in the last 12 months at QA8