

## Switching Omnibus Survey: April/May 2009

## S.1 Which of these services do you or does your household currently have?

Base: All adults

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	4232	1972	2260	500	592	745	629	663	1103	758	979	863	1632	1737	2495	1396	497	2339	
Weighted Base	4000	1941	2059	564	617	788	624	631	775	844	1139	829	1187	1984	2016	1547	498	1955	
A mobile phone	3591 90%	1763 91%	1828 89%	546 97%gh	595 96%gh	751 95%gh	584 94%gh	564 89%h	551 71%	806 95%kl	1057 93%l	760 92%l	968 82%	1863 94%n	1728 86%	1483 96%q	479 96%q	1628 83%	
A landline phone	3512 88%	1699 87%	1814 88%	437 77%	484 78%	693 88%cd	566 91%cd	595 94%cd	738 95%cd	805 95%kl	1055 93%kl	736 89%l	916 77%	1860 94%n	1652 82%	1396 90%q	439 88%	1677 86%	
A TV service with ADDITIONAL channels other than channels 1-5	3208 80%	1562 80%	1646 80%	457 81%h	503 81%h	685 87%cd	520 83%h	509 81%h	535 69%	710 84%l	939 82%l	693 84%l	866 73%	1649 83%n	1559 77%	1320 85%q	416 84%q	1472 75%	
A computer or laptop with BROADBAND internet access	2774 69%	1405 72%b	1369 66%	447 79%gh	496 80%gh	667 85%fg	485 78%gh	432 68%h	246 32%	713 84%kl	934 82%kl	584 70%l	543 46%	1647 83%n	1127 56%	1308 85%q	401 80%q	1065 54%	
None of these	27 1%	11 1%	16 1%	2 *	2 *	5 1%	1 *	2 *	15 2%fg	2 *	1 *	4 *	20 2%ijk	3 *	24 1%m	2 *	2 *	24 1%o	

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## S.1 Which of these services do you or does your household currently have?

Base: All adults

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	4232	185	486	350	300	373	364	401	512	556	209	379	117	1517	1283	1432	3252	3032	2641	2115
Weighted Base	4000	178	465	313	283	349	341	383	507	538	187	351	104	1412	1202	1386	3136	2822	2489	2142
A mobile phone	3591 90%	162 91%	414 89%	281 90%	257 91%	313 90%	301 88%	358 94%jk	466 92%jk	490 91%k	158 85%	295 84%	97 93%	1249 88%	1086 90%	1257 91%	3117 99%qrs	2518 89%	2293 92%q	2055 96%qr
A landline phone	3512 88%	156 87%	386 83%	277 88%	252 89%	307 88%	319 94%bh kl	347 91%bl	440 87%	482 90%bl	164 88%	298 85%	82 79%	1199 85%	1071 89% m	1242 90% m	2744 87%	2804 99% prs	2270 91% p	2018 94% pr
A TV service with ADDITIONAL channels other than channels 1-5	3208 80%	157 88% dh i	387 83% dh	272 87% dh i	207 73%	287 82% dh	280 82% dh	327 86% dh i	348 69%	418 78% h	150 80% h	288 82% dh	89 86% h	1192 84% o	971 81% o	1045 75%	2594 83%	2321 82%	2451 98% pqs	1858 87% pq
A computer or laptop with BROADBAND internet access	2774 69%	129 72% k	303 65% k	196 63%	198 70% k	239 68% k	240 71% k	273 71% k	382 75% bc k	426 79% bc defgj kl	124 66%	197 56%	67 65%	892 63%	834 69% m	1048 76% mn	2318 74%	2032 72%	1842 74%	2121 99% pqr
None of these	27 1%	2 1%	4 1%	1 *	1 *	3 1%	1 *	1 *	8 1%	3 1%	1 *	2 1%	1 1%	10 1%	5 *	12 1%	1 *	1 *	1 *	- -

## S.1 Which of these services do you or does your household currently have?

Base: All adults

	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)				
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virg Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	4232	715	447	637	816	174	187	99	17	40	1251	1953	19	7
Weighted Base	4000	692	435	618	799	188	174	88*	17**	36*	1355	1736	17**	8**
A mobile phone	3591 90%	690 100%	433 100%	615 99%	795 99%	188 100%	173 100%	87 99%	17 100%	36 100%	1349 100%	1728 100%	17 100%	8 100%
A landline phone	3512 88%	616 89%	370 85%	544 88%	680 85%	163 87%	157 90%	80 90%	16 96%	32 89%	1208 89%	1492 86%	17 97%	8 100%
A TV service with ADDITIONAL channels other than channels 1-5	3208 80%	584 84%	356 82%	517 84%	661 83%	157 84%	145 83%	72 82%	16 96%	26 73%	1170 86%k	1388 80%	15 87%	8 90%
A computer or laptop with BROADBAND internet access	2774 69%	513 74%	319 73%	462 75%	607 76%	158 84%ab g	132 76%	57 64%	15 86%	24 66%	1188 88%k	1100 63%	14 81%	8 90%
None of these	27 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -

## S.1 Which of these services do you or does your household currently have?

Base: All adults

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	4232	38	30	36	33	9	13	1	2	4	60	70	35	61	65	37	19	5	83	52	8
Weighted Base	4000	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	60*	64*	35*	18**	4**	89*	52*	8**
A mobile phone	3591	35	28	37	39	9	13	1	2	4	56	71	41	57	60	34	17	4	86	49	8
	90%	100%	100%	100%	97%	100%	100%	100%	100%	100%	98%	100%	100%	95%	94%	95%	96%	100%	97%	95%	100%
A landline phone	3512	31	23	27	34	8	12	1	2	2	51	56	33	60	63	35	18	4	86	44	6
	88%	87%	81%	75%	86%	84%	89%	100%	100%	52%	88%	79%	81%	99%	99%	100%	100%	100%	97%	85%	78%
A TV service with ADDITIONAL channels other than channels 1-5	3208	30	25	28	31	6	8	1	2	3	39	59	34	54	56	32	16	4	78	44	8
	80%	85%	87%	77%	78%	60%	59%	100%	100%	71%	69%	83%	84%	89%	88%	91%	87%	100%	88%	85%	100%
A computer or laptop with BROADBAND internet access	2774	28	22	26	32	8	10	1	2	3	46	54	30	51	52	30	14	4	88	52	8
	69%	79%	78%	72%	81%	84%	72%	100%	100%	81%	81%	76%	75%	85%	82%	84%	80%	100%	99%	100%	100%
None of these	27	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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

## Switching Omnibus Survey: April/May 2009

S.2 Which, if any, of these services are you either primarily or jointly responsible for when deciding which supplier or network to use?

Base: All adults

	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS		WORKING STATUS			
	Total	Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	4232	1972	2260	500	592	745	629	663	1103	758	979	863	1632	1737	2495	1396	497	2339
Weighted Base	4000	1941	2059	564	617	788	624	631	775	844	1139	829	1187	1984	2016	1547	498	1955
A mobile phone	3136 78%	1554 80%	1582 77%	439 78%h	545 88%cf gh	668 85%cg h	499 80%h	497 79%h	488 63%	687 81%l	938 82%l	658 79%l	853 72%	1625 82%n	1511 75%	1327 86%q	417 84%q	1392 71%
A landline phone	2822 71%	1397 72%	1425 69%	129 23%	393 64%c	607 77%cd	486 78%cd	526 83%cd e	681 88%cd ef	660 78%kl	838 74%kl	553 67%	770 65%	1499 76%n	1324 66%	1179 76%pq	338 68%	1304 67%
TV service with additional channels	2489 62%	1252 64%b	1238 60%	152 27%	400 65%c	594 75%cd	431 69%ch	437 69%ch	475 61%c	564 67%l	717 63%	522 63%	687 58%	1280 65%n	1209 60%	1088 70%pq	310 62%	1091 56%
Broadband internet access	2142 54%	1144 59%b	999 49%	165 29%	404 66%ch	583 74%cd	403 65%ch	374 59%ch	213 27%	565 67%kl	717 63%kl	432 52%l	429 36%	1281 65%n	861 43%	1106 71%pq	307 62%q	730 37%
None of these	381 10%	130 7%	252 12%a	112 20%def gh	41 7%	65 8%	53 8%	51 8%	60 8%	83 10%	102 9%	80 10%	116 10%	185 9%	196 10%	94 6%	50 10%o	237 12%o

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S.2 Which, if any, of these services are you either primarily or jointly responsible for when deciding which supplier or network to use?

Base: All adults

	GOVERNMENT REGION												GOVERNMENT REGION				PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (g)	TV (r)	Intrnt (s)
Unweighted Base	4232	185	486	350	300	373	364	401	512	556	209	379	117	1517	1283	1432	3252	3032	2641	2115
Weighted Base	4000	178	465	313	283	349	341	383	507	538	187	351	104	1412	1202	1386	3136	2822	2489	2142
A mobile phone	3136	139	359	248	234	255	257	305	414	423	143	269	90	1104	938	1094	3136	2404	2211	1988
	78%	78%	77%	79%	83%e	73%	76%	80%	82%e	79%	76%	76%	87%e	78%	78%	79%	100%qrs	85%	89%q	93%qr
A landline phone	2822	117	303	223	215	230	269	266	359	393	132	246	69	958	843	1021	2404	2822	2237	1960
	71%	65%	65%	71%	76%be	66%	79%ab eghkl	70%	71%	73%b	70%	70%	67%	68%	70%	74% m	77%	100% prs	90%p	91%p
TV service with additional channels	2489	118	293	216	168	211	227	233	280	320	119	231	72	931	731	827	2211	2237	2489	1796
	62%	66%	63%	69%hi	60%	60%	67%h	61%	55%	60%	63%	66%h	70%h	66%no	61%	60%	71%	79%p	100% pqs	84% pq
Broadband internet access	2142	92	221	152	163	168	193	207	315	318	98	157	57	680	636	826	1988	1960	1796	2142
	54%	52%	48%	49%	58%bk	48%	57%k	54%	62% bc ek	59% bc ek	52%	45%	55%	48%	53%	60% mn	63%	69%p	72%p	100% pqr
None of these	381	25	48	27	16	54	26	43	45	46	17	28	7	134	130	117	-	-	-	-
	10%	14% d	10%	9%	6%	15% dfh ik	8%	11%	9%	9%	9%	8%	6%	10%	11%	8%	-	-	-	-

## Switching Omnibus Survey: April/May 2009

S.2 Which, if any, of these services are you either primarily or jointly responsible for when deciding which supplier or network to use?

Base: All adults

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Vrgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	4232	715	447	637	816	174	187	99	17	40	1251	1953	19	7
Weighted Base	4000	692	435	618	799	188	174	88*	17**	36*	1355	1736	17**	8**
A mobile phone	3136	692	435	618	799	188	174	88	17	36	1355	1736	17	8
	78%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A landline phone	2822	549	314	500	557	135	147	74	15	29	1038	1323	17	7
	71%	79%bd	72%	81%bd	70%	72%	84%bde	84%d	91%	80%	77%	76%	97%	85%
TV service with additional channels	2489	504	292	461	532	132	131	66	15	22	989	1185	15	6
	62%	73%	67%	75%d	67%	70%	75%	74%	91%	61%	73%k	68%	87%	75%
Broadband internet access	2142	440	267	420	490	135	121	45	13	23	1023	931	14	6
	54%	64%	61%	68%g	61%	72%g	70%g	51%	77%	65%	75%k	54%	81%	75%
None of these	381	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	-	-	-	-	-	-	-

**S.2 Which, if any, of these services are you either primarily or jointly responsible for when deciding which supplier or network to use?**

**Base: All adults**

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	4232	38	30	36	33	9	13	1	2	4	60	70	35	61	65	37	19	5	83	52	8
Weighted Base	4000	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	60*	64*	35*	18**	4**	89*	52*	8**
A mobile phone	3136	35	28	37	40	9	13	1	2	4	57	71	41	57	57	31	15	4	80	47	6
	78%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	95%	90%	89%	82%	100%	90%	90%	78%
A landline phone	2822	24	19	21	19	6	7	1	2	2	42	36	23	60	64	35	18	4	83	43	6
	71%	68%	67%	58%	48%	69%	55%	100%	100%	52%	72%	51%	57%	100%	100%	100%	100%	100%	94%	82%	78%
TV service with additional channels	2489	25	19	18	17	6	8	1	2	3	35	41	21	54	54	30	15	4	75	41	6
	62%	71%	68%	50%	42%	60%	59%	100%	100%	71%	60%	58%	53%	89%	84%	85%	82%	100%	85%	78%	78%
Broadband internet access	2142	23	18	19	17	8	6	1	2	3	38	36	22	50	53	28	14	4	89	52	8
	54%	65%	64%	53%	42%	84%	47%	100%	100%	81%	66%	51%	55%	82%	83%	78%	80%	100%	100%	100%	100%
None of these	381	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



## Q.1 Which mobile phone network provider do you currently use?

Base: All adults responsible for deciding supplier or network - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	3252	1550	1702	387	522	630	503	518	692	614	795	683	1160	1409	1843	1196	417	1639	
Weighted Base	3136	1554	1582	439	545	668	499	497	488	687	938	658	853	1625	1511	1327	417	1392	
Orange	692	309	383	101	96	156	117	99	124	171	198	165	159	369	323	281	101	310	
	22%	20%	24%a	23%	18%	23%	23%	20%	25% <sup>d</sup>	25% <sup>l</sup>	21%	25% <sup>l</sup>	19%	23%	21%	21%	24%	22%	
TMobile (formerly One2One)	435	218	217	69	88	90	71	65	51	72	132	96	134	204	231	179	67	189	
	14%	14%	14%	16%	16% <sup>h</sup>	14%	14%	13%	10%	10%	14%	15%	16% <sup>i</sup>	13%	15%	13%	16%	14%	
Vodafone	618	338	280	62	106	134	117	103	96	159	185	125	150	343	274	284	63	271	
	20%	22% <sup>b</sup>	18%	14%	19%	20%	23% <sup>c</sup>	21%	20%	23% <sup>l</sup>	20%	19%	18%	21%	18%	21% <sup>p</sup>	15%	19%	
O2 (formerly BTCellnet)	799	414	385	155	164	162	112	124	83	167	240	160	232	407	392	372	106	321	
	25%	27%	24%	35% <sup>ef</sup> gh	30% <sup>fh</sup>	24% <sup>h</sup>	22%	25% <sup>h</sup>	17%	24%	26%	24%	27%	25%	26%	28% <sup>q</sup>	25%	23%	
'3' mobile	188	94	94	34	57	49	24	17	7	42	62	38	46	104	84	100	30	58	
	6%	6%	6%	8% <sup>gh</sup>	10% <sup>l</sup> fgh	7% <sup>gh</sup>	5% <sup>h</sup>	3%	2%	6%	7%	6%	5%	6%	6%	8% <sup>q</sup>	7%	4%	
Virgin Media	174	87	87	12	17	41	33	43	29	35	61	26	53	96	79	54	25	96	
	6%	6%	6%	3%	3%	6%	7%	9% <sup>cd</sup>	6%	5%	7%	4%	6%	6%	5%	4%	6%	7% <sup>o</sup>	
Tesco	88	29	60	3	6	22	12	22	23	13	30	21	24	43	45	20	20	48	
	3%	2%	4% <sup>a</sup>	1%	1%	3%	2%	4% <sup>cd</sup>	5% <sup>cd</sup>	2%	3%	3%	3%	3%	3%	2%	5% <sup>o</sup>	3% <sup>o</sup>	
Carphone Warehouse	17	10	7	2	3	4	3	4	1	7	3	3	5	10	7	12	-	5	
	1%	1%	*	*	1%	1%	1%	1%	*	1%	*	*	1%	1%	*	1%	-	*	
Other	36	19	16	1	1	6	6	11	11	8	9	10	9	17	18	15	3	18	
	1%	1%	1%	*	*	1%	1%	2% <sup>d</sup>	2% <sup>cd</sup>	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Don't know	90	36	53	-	6	5	5	10	63	15	17	15	42	33	57	10	3	76	
	3%	2%	3%	-	1%	1%	1%	2% <sup>c</sup>	13% <sup>cde</sup> fg	2%	2%	2%	5% <sup>ijk</sup>	2%	4% <sup>m</sup>	1%	1%	5% <sup>op</sup>	

## Switching Omnibus Survey: April/May 2009

## Q.1 Which mobile phone network provider do you currently use?

Base: All adults responsible for deciding supplier or network - Mobile

	Total	GOVERNMENT REGION											PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)							
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	3252	139	370	272	245	267	267	314	409	428	157	285	99	1165	983	1104	3252	2510	2304	1957
Weighted Base	3136	139	359	248	234	255	257	305	414	423	143	269	90*	1104	938	1094	3136	2404	2211	1988
Orange	692 22%	49 35%cd ghikl	86 24%gh l	50 20%	48 21%	84 33%cd ghikl	85 33%cd ghikl	44 15%	62 15%	70 17%	59 41%bc dghik l	45 17%	10 11%	240 22%	236 25%o	217 20%	692 22%	549 23%	504 23%	440 22%
TMobile (formerly One2One)	435 14%	19 14%fl	41 11%fl	35 14%fl	35 15%fl	22 8%	13 5%	49 16%fl	129 31%ab cdefg ijkl	45 11%l	21 15%fl	26 10%l	1 1%	122 11%	126 13%	187 17%lm	435 14%	314 13%	292 13%	267 13%
Vodafone	618 20%	16 12%	56 16%	56 23%a	43 18%	43 17%	51 20%	68 22%	81 20%	101 24%ab	23 16%	60 22%	20 22%	207 19%	178 19%	233 21%	618 20%	500 21%	461 21%	420 21%
O2 (formerly BTCellnet)	799 25%	27 20%	109 30%eh j	66 27%hj	62 27%h	49 19%	58 23%	80 26%h	60 15%	124 29%eh j	22 15%	89 33%ae fhj	51 57%ab cdefg hijk	343 31%no	213 23%	243 22%	799 25%	557 23%	532 24%	490 25%
'3' mobile	188 6%	12 8%	16 5%	15 6%	12 5%	26 10%bij l	15 6%	14 5%	42 10%bgi jkl	19 4%	3 2%	12 4%	1 1%	56 5%	56 6%	76 7%	188 6%	135 6%	132 6%	135 7%
Virgin Media	174 6%	9 6%	30 8%	12 5%	16 7%	14 5%	12 5%	20 7%	17 4%	26 6%	5 3%	14 5%	1 1%	65 6%	54 6%	55 5%	174 6%	147 6%	131 6%	121 6%
Tesco	88 3%	3 2%	11 3%	7 3%	7 3%	4 2%	10 4%	14 5%	5 1%	17 4%	3 2%	6 2%	1 1%	27 2%	28 3%	33 3%	88 3%	74 3%	66 3%	45 2%
Carphone Warehouse	17 1%	- -	1 *	- -	1 *	2 1%	1 *	2 1%	2 1%	7 2%	- -	- -	2 2%	3 *	5 *	10 1%	17 1%	15 1%	15 1%	13 1%
Other	36 1%	2 2%	2 1%	2 1%	2 1%	7 3%	3 1%	3 1%	4 1%	5 1%	3 2%	2 1%	- -	8 1%	15 2%	13 1%	36 1%	29 1%	22 1%	23 1%
Don't know	90 3%	2 2%	7 2%	5 2%	8 3%	5 2%	9 4%	10 3%	11 3%	9 2%	4 3%	15 6%	4 5%	34 3%	27 3%	29 3%	90 3%	84 3% <sub>s</sub>	57 3%	35 2%

## Q.1 Which mobile phone network provider do you currently use?

Base: All adults responsible for deciding supplier or network - Mobile

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3'- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	3252	715	447	637	816	174	187	99	17	40	1251	1953	19	7
Weighted Base	3136	692	435	618	799	188	174	88*	17**	36*	1355	1736	17**	8**
Orange	692 22%	692 100%bcdef gi	-	-	-	-	-	-	-	-	299 22%	387 22%	4 22%	1 17%
TMobile (formerly One2One)	435 14%	-	435 100%acde fji	-	-	-	-	-	-	-	207 15%	228 13%	-	-
Vodafone	618 20%	-	-	618 100%abd efgi	-	-	-	-	-	-	277 20%	336 19%	1 8%	1 10%
O2 (formerly BTCellnet)	799 25%	-	-	-	799 100%abc efgi	-	-	-	-	-	316 23%	475 27%	4 22%	4 47%
'3' mobile	188 6%	-	-	-	-	188 100%abc dfgi	-	-	-	-	169 13%k	18 1%	-	-
Virgin Media	174 6%	-	-	-	-	-	174 100%abc degi	-	-	-	60 4%	105 6%	7 40%	2 26%
Tesco	88 3%	-	-	-	-	-	-	88 100%abcde fi	-	-	2 *	85 5%j	-	-
Carphone Warehouse	17 1%	-	-	-	-	-	-	-	17 100%	-	8 1%	9 1%	-	-
Other	36 1%	-	-	-	-	-	-	-	-	36 100%abc defg	13 1%	20 1%	1 8%	-
Don't know	90 3%	-	-	-	-	-	-	-	-	-	5 *	72 4%j	-	-

## Switching Omnibus Survey: April/May 2009

## Q.1 Which mobile phone network provider do you currently use?

Base: All adults responsible for deciding supplier or network - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	3252	38	30	36	33	9	13	1	2	4	60	70	35	57	57	33	16	5	75	46	7
Weighted Base	3136	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	57*	57*	31**	15**	4**	80*	47*	6**
Orange	692	2	7	12	15	1	5	-	-	1	17	15	12	10	13	8	3	1	25	5	2
	22%	6%	25%	33% <sup>a</sup>	38% <sup>a</sup>	12%	37%	-	-	29%	30%	21%	30%	17%	23%	26%	23%	17%	32%	11%	30%
TMobile (formerly One2One)	435	6	3	5	6	1	1	-	-	1	6	11	6	-	4	4	1	-	3	11	-
	14%	17%	10%	14%	14%	11%	6%	-	-	26%	10%	15%	15%	-	7%	12%	7%	-	3%	24% <sup>r</sup>	-
Vodafone	618	7	2	2	9	-	1	-	1	1	8	9	3	18	13	2	2	3	17	10	2
	20%	19%	6%	5%	22%	-	8%	-	31%	26%	14%	13%	8%	32%	23%	6%	14%	64%	21%	22%	31%
O2 (formerly BTCellnet)	799	11	13	11	5	3	3	-	1	1	11	23	16	14	12	11	5	1	23	14	3
	25%	32%	44%	30%	13%	32%	20%	-	69%	19%	18%	33%	39%	24%	22%	36%	37%	19%	29%	30%	40%
'3' mobile	188	5	2	-	2	4	1	-	-	-	4	9	2	8	9	1	-	-	7	4	-
	6%	15%	7%	-	6%	38%	10%	100%	-	-	8%	12%	6%	15%	15%	3%	-	-	9%	9%	-
Virgin Media	174	3	2	3	-	-	1	-	-	-	5	2	-	3	2	3	2	-	3	-	-
	6%	8%	5%	9%	-	-	5%	-	-	-	8%	2%	-	5%	4%	8%	13%	-	4%	-	-
Tesco	88	-	-	3	2	-	1	-	-	-	4	2	-	1	3	2	1	-	1	2	-
	3%	-	-	9%	5%	-	5%	-	-	-	7%	2%	-	2%	5%	5%	7%	-	1%	4%	-
Carphone Warehouse	17	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	1%	-	-
Other	36	1	1	-	1	1	1	-	-	-	2	1	1	1	-	-	-	-	-	-	-
	1%	3%	3%	-	2%	7%	8%	-	-	-	4%	1%	3%	1%	-	-	-	-	-	-	-
Don't know	90	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	4%	-	-	-	-	-

## Switching Omnibus Survey: April/May 2009

Q.2 Which of these best describes the MAIN mobile phone package you use?

Base: All adults responsible for deciding supplier or network - Mobile

	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	3252	1550	1702	387	522	630	503	518	692	614	795	683	1160	1409	1843	1196	417	1639
Weighted Base	3136	1554	1582	439	545	668	499	497	488	687	938	658	853	1625	1511	1327	417	1392
Monthly contract\ postpay	1355 43%	744 48%b	611 39%	227 52%gh	315 58%fg h	364 54%gh	240 48%gh	157 32%h	52 11%	362 53%l	478 51%l	309 47%l	206 24%	840 52%n	515 34%	824 62%pq	189 45%q	341 25%
Pay as you go\ prepay	1736 55%	788 51%	949 60%a	211 48%	222 41%	290 43%	252 51%d	334 67%cd ef	427 88%cd efg	311 45%	448 48%	340 52%	637 75%ij k	759 47%	977 65%m	480 36%	224 54%o	1033 74%op
All-in-one\ paid upfront	17 1%	7 *	10 1%	* *	- *	6 1%	6 1%	4 1%	1 *	4 1%	4 *	6 1%	4 *	8 *	10 1%	7 1%	3 1%	7 *
Other	8 *	6 *	2 *	- *	3 1%	4 1%	- *	1 *	- *	5 1%	1 *	- *	2 *	7 *	2 *	7 1%	- *	1 *
Don't know	19 1%	9 1%	10 1%	- *	5 1%	4 1%	1 *	2 *	8 2%c	5 1%	6 1%	2 *	5 1%	12 1%	8 1%	9 1%	- *	10 1%

## Q.2 Which of these best describes the MAIN mobile phone package you use?

Base: All adults responsible for deciding supplier or network - Mobile

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	3252	139	370	272	245	267	267	314	409	428	157	285	99	1165	983	1104	3252	2510	2304	1957
Weighted Base	3136	139	359	248	234	255	257	305	414	423	143	269	90*	1104	938	1094	3136	2404	2211	1988
Monthly contract\ postpay	1355 43%	70 51%kl	141 39%	109 44%k	88 38%	118 46%k	100 39%	133 44%	241 58%bc defgi jkl	180 43%	57 40%	88 33%	28 31%	437 40%	396 42%	521 48%lm	1355 43%	1038 43%	989 45%	1023 51%pqr
Pay as you go\ prepay	1736 55%	67 48%	214 60%h	136 55%h	146 62%ah	135 53%h	154 60%h	168 55%h	167 40%	233 55%h	83 58%h	175 65%ae h	60 66%ah	651 59%o	532 57%o	554 51%	1736 55%h	1323 55%h	1185 54%h	931 47%
All-in-one\ paid upfront	17 1%	-	2 1%	2 1%	-	1 1%	2 1%	2 1%	3 1%	3 1%	1 1%	2 1%	-	6 1%	4 *	8 1%	17 1%	17 1%	15 1%	14 1%
Other	8 *	1 1%	1 *	-	-	-	-	-	3 1%	3 1%	-	-	1 1%	3 *	-	5 *	8 *	7 *	6 *	6 *
Don't know	19 1%	1 1%	-	1 1%	-	1 *	1 1%	2 1%	1 *	5 1%	2 1%	4 1%	1 2%	7 1%	5 1%	7 1%	19 1%	19 1%	16 1%	14 1%

## Switching Omnibus Survey: April/May 2009

Q.2 Which of these best describes the MAIN mobile phone package you use?

Base: All adults responsible for deciding supplier or network - Mobile

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	3252	715	447	637	816	174	187	99	17	40	1251	1953	19	7
Weighted Base	3136	692	435	618	799	188	174	88*	17**	36*	1355	1736	17**	8**
Monthly contract\ postpay	1355 43%	299 43%g	207 48%dfg	277 45%g	316 40%g	169 90%ab cdfgi	60 34%g	2 3%	8 45%	13 37%g	1355 100%k	-	-	-
Pay as you go\ prepay	1736 55%	387 56%e	228 52%e	336 54%e	475 59%e	18 10%	105 60%e	85 97%abcd efi	9 55%	20 56%e	-	1736 100%j	-	-
All-in-one\ paid upfront	17 1%	4 1%	-	1 *	4 *	-	7 4%abc de	-	-	1 4%bce	-	-	17 100%	-
Other	8 *	1 *	-	1 *	4 *	-	2 1%	-	-	-	-	-	-	8 100%
Don't know	19 1%	1 *	-	3 *	1 *	-	-	1 1%	-	1 3%abd	-	-	-	-

## Q.2 Which of these best describes the MAIN mobile phone package you use?

Base: All adults responsible for deciding supplier or network - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	3252	38	30	36	33	9	13	1	2	4	60	70	35	57	57	33	16	5	75	46	7
Weighted Base	3136	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	57*	57*	31**	15**	4**	80*	47*	6**
Monthly contract\ postpay	1355	25	15	21	21	7	4	1	1	2	15	46	35	28	28	10	5	1	45	28	3
	43%	71%	54%	56%	53%	75%	31%	100%	69%	55%	26%	65% <i>j</i>	85% <i>j</i>	48%	49%	33%	36%	35%	56%	60%	51%
Pay as you go\ prepay	1736	10	13	16	19	2	9	-	1	2	42	25	6	29	29	21	9	3	35	19	3
	55%	29%	46%	44%	47%	25%	69%	-	31%	45%	74% <i>kl</i>	35%	15%	50%	51%	67%	64%	65%	44%	40%	49%
All-in-one\ paid upfront	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	19	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-



## Switching Omnibus Survey: April/May 2009

## Q.3 Have you changed your mobile phone network supplier in the last six months?

Base: All adults responsible for deciding supplier or network - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	3252	1550	1702	387	522	630	503	518	692	614	795	683	1160	1409	1843	1196	417	1639	
Weighted Base	3136	1554	1582	439	545	668	499	497	488	687	938	658	853	1625	1511	1327	417	1392	
Yes - in the last 3 months	78 3%	43 3%	35 2%	16 4%h	26 5%fh	13 2%	8 2%	12 2%	4 1%	15 2%	26 3%	12 2%	25 3%	41 3%	37 2%	38 3%	6 1%	35 3%	
Yes - 3-6 months ago	94 3%	46 3%	48 3%	34 8%def	11 2%	16 2%	17 3%	10 2%	6 1%	24 3%	30 3%	21 3%	18 2%	54 3%	40 3%	39 3%	15 4%	40 3%	
No - not changed in last six months	2955 94%	1462 94%	1494 94%	388 89%	505 93%	637 95%c	474 95%c	475 96%c	476 97%cd	646 94%	879 94%	623 95%	807 95%	1525 94%	1430 95%	1247 94%	396 95%	1312 94%	
Net: Yes	172 5%	90 6%	83 5%	50 11%efg	37 7%h	29 4%	25 5%h	21 4%	10 2%	39 6%	57 6%	34 5%	43 5%	96 6%	77 5%	77 6%	20 5%	75 5%	
Don't know	9 *	3 *	6 *	- -	3 1%	2 *	- -	1 *	3 1%	2 *	2 *	2 *	3 *	5 *	4 *	3 *	- -	6 *	

## Q.3 Have you changed your mobile phone network supplier in the last six months?

Base: All adults responsible for deciding supplier or network - Mobile

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	3252	139	370	272	245	267	267	314	409	428	157	285	99	1165	983	1104	3252	2510	2304	1957
Weighted Base	3136	139	359	248	234	255	257	305	414	423	143	269	90*	1104	938	1094	3136	2404	2211	1988
Yes - in the last 3 months	78 3%	2 1%	13 4%	7 3%	4 2%	5 2%	7 3%	12 4%	9 2%	9 2%	4 3%	5 2%	2 2%	29 3%	24 3%	26 2%	78 3%	46 2%	49 2%	45 2%
Yes - 3-6 months ago	94 3%	4 3%	15 4%	7 3%	5 2%	9 4%	6 2%	12 4%	8 2%	14 3%	4 3%	8 3%	1 1%	35 3%	31 3%	28 3%	94 3%	59 2%	51 2%	54 3%
No - not changed in last six months	2955 94%	133 96%	331 92%	234 94%	224 96%	241 95%	243 95%	279 91%	396 96%	400 95%	135 94%	254 94%	86 96%	1037 94%	879 94%	1039 95%	2955 94%	2291 95%	2105 95%	1884 95%
Net: Yes	172 5%	6 4%	28 8%	14 6%	9 4%	14 5%	13 5%	24 8%	17 4%	23 5%	8 6%	13 5%	3 3%	64 6%	55 6%	53 5%	172 5%	105 4%	100 5%	99 5%
Don't know	9 *	- -	- -	1 *	1 1%	- -	1 *	2 1%	1 *	- -	- -	2 1%	1 1%	4 *	3 *	2 *	9 *	8 *	6 *	5 *

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o - p/q/r/s

\* small base

## Switching Omnibus Survey: April/May 2009

## Q.3 Have you changed your mobile phone network supplier in the last six months?

Base: All adults responsible for deciding supplier or network - Mobile

	Total	MOBILE PROVIDER (Q1)								MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	3252	715	447	637	816	174	187	99	17	40	1251	1953	19	7
Weighted Base	3136	692	435	618	799	188	174	88*	17**	36*	1355	1736	17**	8**
Yes - in the last 3 months	78 3%	19 3%	15 4%	10 2%	20 2%	7 4%	3 2%	2 3%	-	2 7%	39 3%	40 2%	-	-
Yes - 3-6 months ago	94 3%	26 4%	7 2%	12 2%	30 4%	8 4%	5 3%	3 4%	-	2 5%	60 4%k	34 2%	-	-
No - not changed in last six months	2955 94%	648 94%	411 95%	596 97%	748 94%	172 92%	166 95%	82 93%	17 100%	31 88%	1255 93%	1660 96%j	17 100%	7 88%
Net: Yes	172 5%	45 6%	22 5%	22 3%	50 6%	16 8%	8 5%	6 7%	-	4 12%	99 7%k	74 4%	-	-
Don't know	9 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	2 *	-	1 12%

## Q.3 Have you changed your mobile phone network supplier in the last six months?

Base: All adults responsible for deciding supplier or network - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	3252	38	30	36	33	9	13	1	2	4	60	70	35	57	57	33	16	5	75	46	7
Weighted Base	3136	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	57*	57*	31**	15**	4**	80*	47*	6**
Yes - in the last 3 months	78 3%	15 42%	14 51%	16 43%	15 37%	4 43%	9 64%	1 100%	1 69%	3 71%	29 50%	36 51%	13 31%	1 1%	2 4%	1 2%	1 9%	-	6 7%	2 4%	-
Yes - 3-6 months ago	94 3%	20 58%	14 49%	21 57%	25 63%	5 57%	5 36%	-	1 31%	1 29%	29 50%	34 49%	28 69%	1 1%	3 5%	-	1 9%	-	4 5%	-	1 15%
No - not changed in last six months	2955 94%	-	-	-	-	-	-	-	-	-	-	-	-	55 96%	52 91%	31 98%	12 82%	4 100%	70 87%	45 96%	5 85%
Net: Yes	172 5%	35 100%	28 100%	37 100%	40 100%	9 100%	13 100%	1 100%	2 100%	4 100%	57 100%	71 100%	41 100%	2 3%	5 9%	1 2%	3 18%	-	10 13%	2 4%	1 15%
Don't know	9 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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

## Switching Omnibus Survey: April/May 2009

## Q.4 Have you considered changing your mobile phone network in the last six months?

Base: All adults responsible for deciding supplier or network and not changed either in the last 6 months - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	3083	1466	1617	343	486	603	478	495	678	585	749	648	1101	1334	1749	1127	396	1560	
Weighted Base	2964	1465	1499	388	509	639	474	476	479	649	881	624	810	1530	1434	1250	396	1318	
Yes - in the last 3 months	92 3%	53 4%	39 3%	21 6%h	15 3%h	20 3%h	18 4%h	15 3%h	3 1%	19 3%	39 4%l	19 3%	16 2%	58 4%	35 2%	53 4%q	11 3%	28 2%	
Yes - 3-6 months ago	68 2%	35 2%	33 2%	13 3%h	11 2%	21 3%h	12 2%	7 1%	4 1%	15 2%	31 4%l	11 2%	10 1%	46 3%n	22 2%	32 3%	11 3%	25 2%	
No - never considered changing mobile phone network	2790 94%	1371 94%	1419 95%	354 91%	477 94%	596 93%	443 93%	450 95%	471 98%cd efg	612 94%	807 92%	592 95%	779 96%j	1419 93%	1371 96%m	1160 93%	371 94%	1260 96%o	
Net: Yes	161 5%	89 6%	72 5%	35 9%h	27 5%h	41 6%h	30 6%h	22 5%h	6 1%	34 5%	70 8%l	30 5%	26 3%	104 7%n	56 4%	85 7%q	22 6%	53 4%	
Don't know	13 *	5 *	8 1%	- -	5 1%	2 *	1 *	3 1%	2 *	2 *	4 *	2 *	5 1%	6 *	7 *	5 *	3 1%	5 *	

## Switching Omnibus Survey: April/May 2009

## Q.4 Have you considered changing your mobile phone network in the last six months?

Base: All adults responsible for deciding supplier or network and not changed either in the last 6 months - Mobile

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	3083	133	344	258	236	254	255	291	391	406	148	272	95	1102	929	1052	3083	2407	2205	1863
Weighted Base	2964	133	331	234	225	241	244	281	397	400	135	256	87*	1041	882	1041	2964	2299	2111	1889
Yes - in the last 3 months	92 3%	3 2%	10 3%	12 5%h	8 3%	6 2%	7 3%	9 3%	4 1%	19 5%h	4 3%	10 4%	2 2%	37 4%	26 3%	29 3%	92 3%	62 3%	60 3%	64 3%
Yes - 3-6 months ago	68 2%	5 3%	11 3%	6 3%	6 3%	6 3%	3 1%	7 3%	9 2%	7 2%	4 3%	4 2%	-	26 2%	23 3%	19 2%	68 2%	52 2%	45 2%	48 3%
No - never considered changing mobile phone network	2790 94%	125 94%	310 94%	216 92%	211 94%	230 95%	232 95%	263 93%	381 96%	373 93%	127 94%	240 94%	84 96%	974 94%	830 94%	986 95%	2790 94%	2176 95%	1999 95%	1769 94%
Net: Yes	161 5%	8 6%	21 6%	18 8%	14 6%	12 5%	10 4%	16 6%	12 3%	26 6%	8 6%	14 5%	2 2%	63 6%	49 6%	48 5%	161 5%	114 5%	104 5%	113 6%
Don't know	13 *	-	-	1 *	-	-	2 1%	3 1%	4 1%	1 *	-	2 1%	1 1%	4 *	3 *	7 1%	13 *	10 *	7 *	8 *

## Switching Omnibus Survey: April/May 2009

## Q.4 Have you considered changing your mobile phone network in the last six months?

Base: All adults responsible for deciding supplier or network and not changed either in the last 6 months - Mobile

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	3083	675	426	617	765	159	177	92	17	35	1160	1875	19	7
Weighted Base	2964	648	412	596	749	172	166	82*	17**	31*	1256	1663	17**	8**
Yes - in the last 3 months	92 3%	13 2%	13 3%	27 5%d	14 2%	17 10%abd g	6 4%	-	-	2 5%	68 5%k	22 1%	* 3%	1 17%
Yes - 3-6 months ago	68 2%	10 2%	8 2%	19 3%	12 2%	13 7%abd	4 2%	2 2%	-	1 4%	54 4%k	14 1%	-	-
No - never considered changing mobile phone network	2790 94%	624 96%ce	389 94%e	549 92%e	721 96%ce	141 82%	156 94%e	81 98%e	16 93%	28 91%	1133 90%	1619 97%j	17 97%	6 72%
Net: Yes	161 5%	23 4%	21 5%	46 8%ad	26 4%	30 17%abc dfg	10 6%	2 2%	-	3 9%	122 10%k	36 2%	* 3%	1 17%
Don't know	13 *	1 *	2 1%	1 *	2 *	2 1%	-	-	1 7%	-	1 *	7 *	-	1 12%

## Q.4 Have you considered changing your mobile phone network in the last six months?

Base: All adults responsible for deciding supplier or network and not changed either in the last 6 months - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	3083	-	-	-	-	-	-	-	-	-	-	-	55	53	32	14	5	67	44	6	
Weighted Base	2964	**	**	**	**	**	**	**	**	**	**	**	56*	52*	31**	12**	4**	70*	45*	5**	
Yes - in the last 3 months	92 3%	-	-	-	-	-	-	-	-	-	-	-	3 6%	1 3%	1 3%	1 5%	-	1 1%	4 9%	1 23%	
Yes - 3-6 months ago	68 2%	-	-	-	-	-	-	-	-	-	-	-	4 7%	2 3%	1 5%	1 8%	-	4 6%	3 7%	-	
No - never considered changing mobile phone network	2790 94%	-	-	-	-	-	-	-	-	-	-	-	48 86%	49 94%	28 92%	10 87%	4 100%	64 91%	38 84%	4 77%	
Net: Yes	161 5%	-	-	-	-	-	-	-	-	-	-	-	7 13%	3 6%	2 8%	2 13%	-	5 7%	7 16%	1 23%	
Don't know	13 *	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	



## Switching Omnibus Survey: April/May 2009

**Q.5 You say you have considered changing your mobile phone network in the last six months, which of the following applies?**

**Base: All adults responsible for deciding supplier or network and considered changing either - Mobile**

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS		WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	151	80	71	26	26	36	30	24	9	30	56	30	35	86	65	75	22	54
Weighted Base	161	89*	72*	35**	27**	41*	30**	22**	6**	34**	70*	30**	26*	104*	56*	85*	22**	53*
You contacted a new mobile network to enquire about switching	13 8%	10 11%	3 5%	3 8%	- -	4 9%	4 13%	3 13%	- -	1 3%	9 13%	2 6%	2 6%	10 9%	3 6%	9 11%	- -	4 8%
You contacted your existing mobile phone network to enquire about switching	27 17%	12 14%	15 20%	9 24%	5 18%	7 17%	4 14%	2 8%	1 11%	11 32%	11 16%	3 9%	2 6%	22 21%	4 8%	14 16%	5 22%	8 15%
You contacted a new mobile network to enquire about switching and then also contacted your existing supplier	15 9%	6 7%	8 12%	4 11%	3 11%	4 9%	4 12%	1 3%	- -	4 12%	5 8%	4 14%	1 5%	9 9%	6 10%	7 8%	3 13%	5 10%
Your existing mobile network contacted YOU regarding renewing your contract	5 3%	4 4%	1 2%	* 1%	1 3%	1 3%	1 2%	1 4%	1 13%	1 2%	2 3%	1 5%	* 2%	3 3%	2 3%	3 3%	1 4%	1 2%
A new supplier contacted YOU regarding switching network providers	5 3%	3 3%	3 4%	3 9%	1 4%	- -	- -	1 5%	- -	1 3%	3 5%	1 4%	- -	4 4%	1 2%	3 3%	3 11%	- -
You thought about switching but didn't contact anyone about it	78 48%	39 44%	38 53%	13 36%	15 57%	17 43%	16 53%	12 56%	4 66%	12 35%	33 47%	15 50%	18 67%	45 43%	33 58%	39 46%	9 42%	29 55%
Other	16 10%	13 15%	3 4%	3 9%	2 7%	8 19%	2 6%	1 5%	1 10%	5 14%	6 8%	4 12%	2 8%	11 10%	6 10%	11 13%	2 8%	4 7%
Don't know	1 1%	1 2%	- -	- -	- -	- -	- -	1 7%	- -	- -	- -	- -	1 6%	- -	1 3%	- -	- -	1 3%

## Switching Omnibus Survey: April/May 2009

**Q.5 You say you have considered changing your mobile phone network in the last six months, which of the following applies?**

**Base: All adults responsible for deciding supplier or network and considered changing either - Mobile**

	Total	GOVERNMENT REGION											PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)							
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	151	7	20	17	13	11	10	17	11	22	7	13	3	60	48	43	151	110	103	106
Weighted Base	161	8**	21**	18**	14**	12**	10**	16**	12**	26**	8**	14**	2**	63*	49*	48*	161	114	104*	113*
You contacted a new mobile network to enquire about switching	13 8%	-	3 14%	-	-	-	1 12%	3 16%	1 11%	2 7%	1 12%	2 16%	-	5 8%	4 7%	4 9%	13 8%	9 8%	8 7%	8 7%
You contacted your existing mobile phone network to enquire about switching	27 17%	-	2 11%	2 9%	7 52%	-	3 26%	1 6%	3 27%	2 8%	3 38%	4 26%	-	8 12%	11 22%	8 17%	27 17%	13 12%	10 9%	13 12%
You contacted a new mobile network to enquire about switching and then also contacted your existing supplier	15 9%	1 16%	2 9%	1 5%	-	1 12%	-	2 14%	-	5 18%	1 17%	1 5%	1 32%	5 9%	5 10%	5 10%	15 9%	13 11%	13 12%	13 12%
Your existing mobile network contacted YOU regarding renewing your contract	5 3%	1 11%	-	1 4%	1 7%	* 4%	-	-	2 17%	-	-	-	-	2 3%	1 3%	2 4%	5 3%	4 3%	4 4%	4 3%
A new supplier contacted YOU regarding switching network providers	5 3%	-	1 5%	1 8%	-	1 9%	-	-	-	2 7%	-	-	-	3 4%	1 2%	2 4%	5 3%	4 3%	3 3%	4 4%
You thought about switching but didn't contact anyone about it	78 48%	3 43%	11 51%	12 69%	5 35%	8 67%	4 38%	8 51%	6 45%	10 39%	2 24%	8 54%	1 68%	35 56%	23 46%	19 40%	78 48%	57 50%	52 50%	55 49%
Other	16 10%	2 31%	2 10%	1 4%	1 7%	1 8%	2 24%	1 9%	-	5 21%	-	-	-	5 8%	3 7%	8 16%	16 10%	12 11%	13 13%	15 13%
Don't know	1 1%	-	-	-	-	-	-	1 5%	-	-	1 9%	-	-	-	1 3%	-	1 1%	1 1%	1 1%	1 1%

## Switching Omnibus Survey: April/May 2009

**Q.5 You say you have considered changing your mobile phone network in the last six months, which of the following applies?**

**Base: All adults responsible for deciding supplier or network and considered changing either - Mobile**

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphone Warehouse (h)	Other (i)	Mntly (j)	Prepay (k)	All in-one (l)	Other (m)
Unweighted Base	151	23	20	43	25	26	9	2	-	3	109	40	1	1
Weighted Base	161	23**	21**	46*	26**	30**	10**	2**	-**	3**	122*	36*	***	1**
You contacted a new mobile network to enquire about switching	13 8%	1 4%	1 4%	7 15%	1 4%	2 7%	-	-	-	1 42%	9 7%	4 12%	-	-
You contacted your existing mobile phone network to enquire about switching	27 17%	5 22%	5 23%	8 16%	4 16%	5 17%	-	-	-	-	23 19%	4 10%	-	-
You contacted a new mobile network to enquire about switching and then also contacted your existing supplier	15 9%	3 12%	4 18%	4 8%	3 11%	1 2%	-	1 58%	-	-	12 9%	2 5%	-	1 100%
Your existing mobile network contacted YOU regarding renewing your contract	5 3%	1 6%	1 3%	2 3%	1 5%	-	-	-	-	-	4 3%	1 3%	-	-
A new supplier contacted YOU regarding switching network providers	5 3%	-	3 13%	1 2%	-	1 5%	-	-	-	-	5 4%	-	-	-
You thought about switching but didn't contact anyone about it	78 48%	11 46%	7 32%	21 45%	13 48%	16 54%	10 100%	-	-	1 36%	57 46%	20 56%	* 100%	-
Other	16 10%	2 10%	1 4%	5 10%	4 15%	4 14%	-	-	-	1 22%	12 10%	4 11%	-	-
Don't know	1 1%	-	1 4%	-	-	-	-	1 42%	-	-	1 1%	1 2%	-	-

## Switching Omnibus Survey: April/May 2009

Q.5 You say you have considered changing your mobile phone network in the last six months, which of the following applies?

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	151	-	-	-	-	-	-	-	-	-	-	-	6	3	3	2	-	4	7	1	
Weighted Base	161	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	7**	3**	2**	2**	..**	5**	7**	1**	
You contacted a new mobile network to enquire about switching	13 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	
You contacted your existing mobile phone network to enquire about switching	27 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 26%	-	-	-	3 37%	-	
You contacted a new mobile network to enquire about switching and then also contacted your existing supplier	15 9%	-	-	-	-	-	-	-	-	-	-	-	1 20%	-	-	1 64%	-	1 28%	3 35%	-	
Your existing mobile network contacted YOU regarding renewing your contract	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
A new supplier contacted YOU regarding switching network providers	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
You thought about switching but didn't contact anyone about it	78 48%	-	-	-	-	-	-	-	-	-	-	-	6 80%	2 68%	2 74%	1 36%	-	2 43%	1 16%	-	
Other	16 10%	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	1 29%	1 13%	-	
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

## Switching Omnibus Survey: April/May 2009

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	SEX		AGE						SOCIAL CLASS				WORKING STATUS				
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	151	80	71	26	26	36	30	24	9	30	56	30	35	86	65	75	22	54
Weighted Base	161	89*	72*	35**	27**	41*	30**	22**	6**	34**	70*	30**	26*	104*	56*	85*	22**	53*
Current provider matched or bettered an offer from another provider	22 14%	15 17%	7 10%	6 17%	4 13%	5 12%	5 17%	3 12%	-	7 19%	11 15%	3 11%	2 6%	17 16%	5 9%	15 17%	7 30%	1 2%
Never received a PAC that I requested ('Port Authorisation Code' required to keep existing number)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Difficulties in requesting a PAC (Port Authorisation Code required to keep existing number)	1 *	1 1%	-	-	-	-	1 2%	-	-	-	-	1 2%	-	-	1 1%	1 1%	-	-
Current provider is still the best deal\ cheapest\ cheap enough\ wouldn't save enough to warrant switching	16 10%	9 10%	7 10%	4 11%	3 11%	7 17%	-	2 9%	-	6 16%	7 10%	1 3%	2 8%	13 12%	3 5%	7 8%	5 21%	4 8%
Happy\ satisfied\ content with my current supplier	7 4%	5 5%	2 3%	4 11%	1 3%	-	2 5%	1 3%	-	-	3 4%	1 3%	3 11%	3 3%	4 7%	1 1%	1 7%	5 8%
Problems\ issues with current provider not sufficiently bad\ frequent to switch	2 1%	1 1%	1 1%	-	-	-	1 3%	1 5%	-	1 3%	-	-	1 4%	1 1%	1 2%	1 1%	-	1 2%
Worried I couldn't take existing number with me\ might lose my number	1 1%	1 1%	-	-	-	-	-	1 5%	-	-	1 2%	-	-	1 1%	-	1 1%	-	-
Prefer to stay with trusted\ known provider	4 3%	3 3%	1 2%	2 5%	-	1 3%	1 4%	-	-	-	1 2%	3 10%	-	1 1%	3 5%	2 3%	-	2 3%
Difficult to make comparisons between providers	1 *	-	1 1%	-	-	-	-	1 3%	-	-	-	-	1 3%	-	1 1%	-	-	1 1%

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Weighted Base	161	89*	72*	35**	27**	41*	30**	22**	6**	34**	70*	30**	26*	104*	56*	85*	22**	53*	
No\ not enough difference between providers	5 3%	1 1%	4 5%	2 4%	-	1 2%	2 6%	-	1 10%	1 2%	2 3%	2 7%	-	3 3%	2 4%	4 5%	1 3%	-	
Too big a risk that something will go wrong in the transition	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Information available confusing\ couldn't understand technical jargon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Didn't know enough to be able to make the right choice	4 2%	3 3%	1 2%	1 2%	1 3%	1 3%	1 3%	-	-	-	1 2%	2 6%	1 3%	1 1%	3 5%	3 3%	1 6%	-	
Tied to fixed length contract with my current provider	14 9%	7 8%	7 10%	2 6%	2 7%	6 14%	3 12%	1 4%	-	2 7%	5 7%	5 16%	2 8%	7 7%	7 12%	10 11%	-	4 8%	
Still within my contract period\ would have to pay an early termination charge	18 11%	11 13%	7 9%	5 14%	7 27%	1 3%	1 4%	2 10%	1 11%	1 4%	12 18%	3 11%	1 3%	14 13%	4 7%	10 12%	3 11%	5 10%	
Have a minimum notice period	3 2%	-	3 4%	2 5%	-	1 2%	-	-	-	1 3%	2 3%	-	-	3 3%	-	-	-	3 5%	
Didn't want to get locked into a fixed contract with new provider	2 1%	1 1%	1 1%	-	1 4%	1 2%	-	-	-	-	1 1%	1 3%	-	1 1%	1 2%	1 1%	-	1 2%	
Too much hassle to set up the new service	20 12%	8 9%	12 17%	7 19%	4 15%	5 13%	2 8%	1 5%	1 13%	6 18%	7 11%	4 12%	3 11%	14 13%	6 11%	7 9%	4 19%	8 16%	
Can't get a reception on any other network where I live	5 3%	4 5%	1 2%	-	1 3%	2 6%	2 6%	1 3%	-	3 8%	-	1 2%	2 8%	3 3%	3 5%	3 4%	-	2 4%	
Cheaper to stay on the same network as my friends\ colleagues\ family\ people I call	2 2%	-	2 3%	-	1 2%	1 2%	-	1 4%	-	-	2 3%	-	1 2%	2 2%	1 1%	-	-	2 5%	

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Weighted Base	161	89*	72*	35**	27**	41*	30**	22**	6**	34**	70*	30**	26*	104*	56*	85*	22**	53*	
Better handsets available with my current network \ didn't see any other handsets I liked	5 3%	4 5%	1 1%	1 4%	1 5%	2 5%	-	-	-	-	4 6%	-	1 2%	4 4%	1 1%	3 3%	-	2 4%	
Current provider offers mobile as part of bundle \combined TV\Broadband\fixed line telephone offer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Too busy / not enough time	5 3%	1 1%	4 6%	-	1 5%	1 2%	3 11%	-	-	2 6%	2 3%	-	1 4%	4 4%	1 2%	4 4%	1 4%	1 2%	
Have not decided yet / still thinking about it	7 4%	3 3%	4 6%	2 5%	-	3 6%	1 4%	-	1 23%	1 2%	4 5%	1 3%	2 6%	4 4%	3 5%	3 4%	-	3 7%	
Have not got round to it yet	5 3%	4 5%	1 2%	-	-	-	3 11%	2 9%	-	-	3 5%	-	2 7%	3 3%	2 3%	3 3%	1 5%	1 2%	
Other priorities	2 1%	1 1%	1 2%	2 6%	-	-	-	-	-	-	2 7%	-	-	2 4%	-	-	1 5%	1 2%	
Other	17 10%	11 12%	6 8%	2 5%	3 11%	3 7%	4 14%	4 17%	1 20%	4 13%	7 11%	3 9%	2 8%	12 11%	5 9%	10 11%	2 8%	5 10%	
Net: PAC	1 *	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 1%	1 1%	-	-	
Don't know	10 6%	6 7%	4 5%	-	1 4%	3 7%	1 2%	3 15%	1 22%	2 5%	3 4%	2 7%	3 13%	4 4%	5 9%	5 6%	1 5%	4 7%	

## Switching Omnibus Survey: April/May 2009

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	151	7	20	17	13	11	10	17	11	22	7	13	3	60	48	43	151	110	103	106
Weighted Base	161	8**	21**	18**	14**	12**	10**	16**	12**	26**	8**	14**	2**	63*	49*	48*	161	114	104*	113*
Current provider matched or bettered an offer from another provider	22 14%	3 35%	3 12%	2 10%	5 34%	1 8%	-	1 9%	2 14%	4 16%	1 17%	-	1 32%	8 12%	8 17%	6 12%	22 14%	14 12%	13 12%	14 13%
Never received a PAC that I requested ('Port Authorisation Code' required to keep existing number)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Difficulties in requesting a PAC (Port Authorisation Code required to keep existing number)	1 *	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	1 1%	1 *	-	-	-
Current provider is still the best deal\ cheapest\ cheap enough\ wouldn't save enough to warrant switching	16 10%	-	-	2 10%	2 17%	-	1 12%	4 22%	3 24%	2 9%	-	1 7%	1 32%	4 6%	6 12%	6 13%	16 10%	13 11%	12 11%	12 11%
Happy\ satisfied\ content with my current supplier	7 4%	-	1 4%	-	1 11%	1 7%	-	1 5%	1 5%	2 6%	-	-	1 32%	2 2%	3 6%	2 5%	7 4%	3 3%	5 4%	5 5%
Problems\ issues with current provider not sufficiently bad\ frequent to switch	2 1%	-	1 5%	-	-	-	-	-	1 7%	-	-	-	-	1 2%	-	1 2%	2 1%	1 1%	2 2%	1 1%
Worried I couldn't take existing number with me\ might lose my number	1 1%	-	-	1 6%	-	-	-	-	-	-	-	-	-	1 2%	-	-	1 1%	1 1%	-	1 1%
Prefer to stay with trusted\ known provider	4 3%	-	1 6%	-	-	2 14%	-	-	-	1 5%	-	-	-	1 2%	2 3%	1 3%	4 3%	1 1%	1 1%	1 1%
Difficult to make comparisons between providers	1 *	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	1 1%	-	1 *	1 1%	1 1%	1 1%



## Switching Omnibus Survey: April/May 2009

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Weighted Base	161	8**	21**	18**	14**	12**	10**	16**	12**	26**	8**	14**	2**	63*	49*	48*	161	114	104*	113*
No\ not enough difference between providers	5 3%	-	-	1 6%	2 11%	-	1 6%	-	1 5%	-	1 14%	-	-	1 2%	3 5%	1 3%	5 3%	3 3%	3 3%	3 3%
Too big a risk that something will go wrong in the transition	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information available confusing\ couldn't understand technical jargon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Didn't know enough to be able to make the right choice	4 2%	-	-	-	-	-	-	-	1 10%	2 7%	-	-	1 36%	1 1%	-	3 6%	4 2%	3 3%	2 2%	3 3%
Tied to fixed length contract with my current provider	14 9%	-	3 15%	3 17%	-	2 19%	2 19%	-	1 5%	2 7%	1 15%	-	-	6 10%	3 7%	4 9%	14 9%	10 9%	12 11%	11 10%
Still within my contract period\ would have to pay an early termination charge	18 11%	-	1 3%	4 21%	1 9%	1 8%	1 12%	4 23%	1 11%	-	-	5 33%	-	9 14%	6 12%	3 5%	18 11%	10 9%	9 9%	12 11%
Have a minimum notice period	3 2%	-	1 5%	-	-	-	-	-	-	2 7%	-	-	-	1 2%	-	2 4%	3 2%	1 1%	1 1%	1 1%
Didn't want to get locked into a fixed contract with new provider	2 1%	-	-	-	-	1 8%	-	-	-	-	-	1 7%	-	1 2%	1 2%	-	2 1%	-	-	1 1%
Too much hassle to set up the new service	20 12%	1 11%	3 14%	1 5%	2 17%	3 25%	-	3 17%	1 10%	1 3%	3 33%	3 18%	-	7 12%	11 21%	2 4%	20 12%	13 12%	11 10%	12 10%
Can't get a reception on any other network where I live	5 3%	-	1 4%	-	-	-	2 18%	2 9%	-	1 3%	-	1 5%	-	1 2%	2 3%	2 5%	5 3%	4 3%	4 4%	4 4%

## Switching Omnibus Survey: April/May 2009

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Weighted Base	161	8**	21**	18**	14**	12**	10**	16**	12**	26**	8**	14**	2**	63*	49*	48*	161	114	104*	113*
Cheaper to stay on the same network as my friends \ colleagues\ family\ people I call	2 2%	-	1 5%	-	-	-	-	1 3%	-	1 3%	-	-	-	1 2%	1 1%	1 2%	2 2%	2 2%	2 2%	2 2%
Better handsets available with my current network \ didn't see any other handsets I liked	5 3%	-	-	-	-	1 11%	1 15%	2 12%	-	-	-	-	-	-	3 6%	1 3%	5 3%	3 3%	3 3%	3 3%
Current provider offers mobile as part of bundle \combined TV\Broadband\fixed line telephone offer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too busy / not enough time	5 3%	1 14%	1 4%	-	-	-	-	1 6%	1 10%	1 5%	-	-	-	2 3%	1 2%	2 5%	5 3%	4 4%	3 3%	4 4%
Have not decided yet / still thinking about it	7 4%	1 13%	-	-	1 4%	-	1 6%	-	1 8%	3 11%	-	1 6%	-	2 3%	1 1%	4 9%	7 4%	6 5%	4 4%	6 5%
Have not got round to it yet	5 3%	-	1 5%	1 6%	1 8%	1 8%	-	-	-	-	-	-	1 6%	3 5%	2 4%	-	5 3%	4 4%	2 2%	4 4%
Other priorities	2 1%	2 27%	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	2 1%	-	-	-
Other	17 10%	-	3 12%	4 20%	1 7%	-	1 12%	2 10%	-	5 19%	1 12%	1 5%	-	7 11%	4 7%	6 13%	17 10%	16 14%	14 13%	15 13%
Net: PAC	1 *	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	1 1%	1 *	-	-	-
Don't know	10 6%	-	1 4%	2 10%	1 9%	-	1 12%	-	-	1 3%	1 9%	3 20%	-	6 9%	2 4%	2 4%	10 6%	8 7%	9 8%	4 4%

## Switching Omnibus Survey: April/May 2009

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	151	23	20	43	25	26	9	2	-	3	109	40	1	1
Weighted Base	161	23**	21**	46*	26**	30**	10**	2**	-.**	3**	122*	36*	***	1**
Current provider matched or bettered an offer from another provider	22 14%	2 10%	3 12%	6 12%	5 19%	7 22%	-	-	-	-	21 17%	1 3%	-	-
Never received a PAC that I requested ('Port Authorisation Code' required to keep existing number)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Difficulties in requesting a PAC (Port Authorisation Code required to keep existing number)	1 *	-	-	-	-	1 2%	-	-	-	-	1 1%	-	-	-
Current provider is still the best deal\ cheapest\ cheap enough\ wouldn't save enough to warrant switching	16 10%	-	3 13%	7 14%	5 19%	-	2 16%	-	-	-	11 9%	5 13%	* 100%	-
Happy\ satisfied\ content with my current supplier	7 4%	1 3%	2 8%	-	4 14%	-	-	1 42%	-	-	3 2%	4 10%	-	-
Problems\ issues with current provider not sufficiently bad\ frequent to switch	2 1%	-	-	2 4%	-	-	-	-	-	-	2 2%	-	-	-
Worried I couldn't take existing number with me\ might lose my number	1 1%	-	-	-	1 4%	-	-	-	-	-	1 1%	-	-	-
Prefer to stay with trusted\ known provider	4 3%	-	-	3 6%	-	-	-	-	-	1 42%	3 2%	1 3%	-	-
Difficult to make comparisons between providers	1 *	-	-	-	1 3%	-	-	-	-	-	-	1 2%	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l/m

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

## Switching Omnibus Survey: April/May 2009

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Weighted Base	161	23**	21**	46*	26**	30**	10**	2**	..**	3**	122*	36*	***	1**
No\ not enough difference between providers	5 3%	3 12%	2 10%	- -	- -	- -	- -	- -	- -	- -	4 3%	1 2%	- -	- -
Too big a risk that something will go wrong in the transition	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Information available confusing\ couldn't understand technical jargon	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Didn't know enough to be able to make the right choice	4 2%	1 4%	- -	2 4%	- -	- -	- -	- -	- -	1 36%	1 1%	3 8%	- -	- -
Tied to fixed length contract with my current provider	14 9%	2 8%	1 4%	3 6%	1 6%	7 23%	- -	- -	- -	- -	14 11%	- -	- -	- -
Still within my contract period\ would have to pay an early termination charge	18 11%	- -	4 21%	6 13%	- -	6 20%	1 14%	- -	- -	- -	16 13%	1 4%	- -	- -
Have a minimum notice period	3 2%	- -	- -	3 6%	- -	- -	- -	- -	- -	- -	3 2%	- -	- -	- -
Didn't want to get locked into a fixed contract with new provider	2 1%	- -	- -	- -	- -	2 6%	- -	- -	- -	- -	2 2%	- -	- -	- -
Too much hassle to set up the new service	20 12%	4 17%	4 21%	3 6%	3 13%	3 9%	3 28%	- -	- -	- -	15 12%	5 14%	- -	- -
Can't get a reception on any other network where I live	5 3%	1 2%	- -	2 5%	- -	2 8%	- -	- -	- -	- -	5 4%	1 2%	- -	- -
Cheaper to stay on the same network as my friends \ colleagues\ family\ people I call	2 2%	- -	- -	1 3%	- -	- -	- -	1 58%	- -	- -	1 1%	2 4%	- -	- -

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Weighted Base	161	23**	21**	46*	26**	30**	10**	2**	-**	3**	122*	36*	***	1**
Better handsets available with my current network \ didn't see any other handsets I liked	5 3%	2 8%	-	1 3%	1 6%	-	-	-	-	-	5 4%	-	-	-
Current provider offers mobile as part of bundle \combined TV\Broadband\fixed line telephone offer	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too busy / not enough time	5 3%	-	-	3 7%	1 4%	1 4%	-	-	-	-	4 4%	1 3%	-	-
Have not decided yet / still thinking about it	7 4%	1 5%	2 8%	1 3%	1 2%	1 3%	1 8%	-	-	1 22%	6 5%	1 2%	-	-
Have not got round to it yet	5 3%	-	1 4%	-	1 4%	-	3 33%	-	-	-	-	5 14%j	-	-
Other priorities	2 1%	2 9%	-	-	-	-	-	-	-	-	1 1%	1 3%	-	-
Other	17 10%	5 22%	1 6%	5 10%	3 12%	1 5%	-	-	-	1 36%	11 9%	5 13%	-	1 100%
Net: PAC	1 *	-	-	-	-	1 2%	-	-	-	-	1 1%	-	-	-
Don't know	10 6%	1 4%	1 7%	3 6%	3 13%	1 4%	-	-	-	-	5 4%	4 12%	-	-

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	151	-	-	-	-	-	-	-	-	-	-	-	6	3	3	2	-	4	7	1	
Weighted Base	161	..	..	..	..	..	..	..	..	..	..	..	7**	3**	2**	2**	..	5**	7**	1**	
Current provider matched or bettered an offer from another provider	22 14%	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	1 29%	3 35%	-	
Never received a PAC that I requested ('Port Authorisation Code' required to keep existing number)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Difficulties in requesting a PAC (Port Authorisation Code required to keep existing number)	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Current provider is still the best deal\ cheapest\ cheap enough\ wouldn't save enough to warrant switching	16 10%	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	
Happy\ satisfied\ content with my current supplier	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	1 22%	-	-	-	-	-	-	
Problems\ issues with current provider not sufficiently bad\ frequent to switch	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Worried I couldn't take existing number with me\ might lose my number	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Prefer to stay with trusted\ known provider	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	
Difficult to make comparisons between providers	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

## Switching Omnibus Survey: April/May 2009

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Weighted Base	161	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	7**	3**	2**	2**	-**	5**	7**	1**	
No\ not enough difference between providers	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 15%	-
Too big a risk that something will go wrong in the transition	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information available confusing\ couldn't understand technical jargon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Didn't know enough to be able to make the right choice	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tied to fixed length contract with my current provider	14 9%	-	-	-	-	-	-	-	-	-	-	-	2 36%	-	1 26%	-	-	1 24%	1 8%	-	-
Still within my contract period\ would have to pay an early termination charge	18 11%	-	-	-	-	-	-	-	-	-	-	-	-	1 46%	-	-	-	-	-	-	-
Have a minimum notice period	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Didn't want to get locked into a fixed contract with new provider	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to set up the new service	20 12%	-	-	-	-	-	-	-	-	-	-	-	1 20%	-	1 39%	-	-	1 28%	-	-	-
Can't get a reception on any other network where I live	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cheaper to stay on the same network as my friends \ colleagues\ family\ people I call	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 64%	-	-	1 14%	-	-

## Q.6 And why did you decide not to switch mobile phone network? - Unprompted

Base: All adults responsible for deciding supplier or network and considered changing either - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehouse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Weighted Base	161	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	7**	3**	2**	2**	-**	5**	7**	1**	
Better handsets available with my current network \ didn't see any other handsets I liked	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Current provider offers mobile as part of bundle \combined TV\Broadband\fixed line telephone offer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Too busy / not enough time	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	
Have not decided yet / still thinking about it	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 35%	1 36%	-	-	-	-	
Have not got round to it yet	5 3%	-	-	-	-	-	-	-	-	-	-	-	2 30%	-	-	-	-	1 19%	1 16%	-	
Other priorities	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	17 10%	-	-	-	-	-	-	-	-	-	-	-	1 16%	-	-	-	-	-	1 16%	-	
Net: PAC	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	10 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	



## Switching Omnibus Survey: April/May 2009

Q.7 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?

Base: All adults responsible for deciding supplier or network who considered changing but didn't because provider matched offer - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	18	12	6	4	3	4	4	3	-	5	8	3	2	13	5	11	6	1	
Weighted Base	22*	15**	7**	6**	4**	5**	5**	3**	-**	7**	11**	3**	2**	17**	5**	15**	7**	1**	
When you contacted your existing provider YOU asked whether they would match or better an offer from another mobile network	10 47%	6 42%	4 56%	3 46%	2 57%	2 50%	2 50%	1 25%	-	2 34%	5 51%	2 63%	1 40%	8 45%	3 55%	5 36%	4 63%	1 100%	
When you contacted your existing provider, THEY offered to match or better an offer from another mobile network without any prompting	11 49%	8 51%	3 44%	3 54%	2 43%	2 50%	2 50%	1 39%	-	4 66%	4 40%	1 37%	1 60%	9 50%	2 45%	9 64%	1 23%	-	
Don't know	1 4%	1 7%	-	-	-	-	-	1 36%	-	-	1 9%	-	-	1 6%	-	-	1 15%	-	

## Switching Omnibus Survey: April/May 2009

Q.7 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?

Base: All adults responsible for deciding supplier or network who considered changing but didn't because provider matched offer - Mobile

	GOVERNMENT REGION													GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	18	2	2	2	4	1	-	1	1	3	1	-	1	7	7	4	18	12	11	12
Weighted Base	22*	3**	3**	2**	5**	1**	-**	1**	2**	4**	1**	-**	1**	8**	8**	6**	22**	14**	13**	14**
When you contacted your existing provider YOU asked whether they would match or better an offer from another mobile network	10 47%	1 55%	-	2 100%	-	1 100%	-	1 100%	-	3 64%	1 100%	-	1 100%	4 51%	4 44%	3 46%	10 47%	7 50%	7 54%	6 40%
When you contacted your existing provider, THEY offered to match or better an offer from another mobile network without any prompting	11 49%	1 45%	3 100%	-	4 80%	-	-	-	2 100%	2 36%	-	-	-	4 49%	4 44%	3 54%	11 49%	6 43%	5 38%	8 53%
Don't know	1 4%	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	1 11%	-	1 4%	1 7%	1 8%	1 7%

## Switching Omnibus Survey: April/May 2009

Q.7 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?

Base: All adults responsible for deciding supplier or network who considered changing but didn't because provider matched offer - Mobile

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virg Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	18	2	2	5	4	5	-	-	-	-	17	1	-	-
Weighted Base	22*	2**	3**	6**	5**	7**	-.**	-.**	-.**	-.**	21**	1**	-.**	-.**
When you contacted your existing provider YOU asked whether they would match or better an offer from another mobile network	10 47%	1 57%	2 60%	2 31%	1 14%	5 78%	-	-	-	-	9 44%	1 100%	-	-
When you contacted your existing provider, THEY offered to match or better an offer from another mobile network without any prompting	11 49%	-	1 40%	4 69%	4 86%	1 22%	-	-	-	-	11 52%	-	-	-
Don't know	1 4%	1 43%	-	-	-	-	-	-	-	-	1 5%	-	-	-

## Switching Omnibus Survey: April/May 2009

Q.7 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?

Base: All adults responsible for deciding supplier or network who considered changing but didn't because provider matched offer - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	18	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	2	-	
Weighted Base	22*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	3**	-.**	
When you contacted your existing provider YOU asked whether they would match or better an offer from another mobile network	10 47%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	1 100%	2 60%	-	
When you contacted your existing provider, THEY offered to match or better an offer from another mobile network without any prompting	11 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 40%	-	
Don't know	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

## Switching Omnibus Survey: April/May 2009

Q.8 You mentioned that you have changed your mobile phone network in the last six months. Which was the most recent network you were on before you switched?

Base: All adults responsible for deciding supplier or network and changed either in the last 6 months- Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS		WORKING STATUS		
		Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	169	84	85	44	36	27	25	23	14	29	46	35	59	75	94	69	21	79
Weighted Base	172	90*	83*	50*	37*	29**	25**	21**	10**	39**	57*	34*	43*	96*	77*	77*	20**	75*
Orange	35 20%	18 21%	17 20%	6 11%	7 20%	8 29%	5 20%	7 32%	2 19%	6 16%	10 17%	11 31%	8 19%	16 17%	19 24%	17 22%	8 38%	10 14%
TMobile (formerly One2One)	28 17%	14 16%	14 17%	6 11%	9 23%	5 17%	5 19%	2 11%	2 22%	6 16%	6 11%	5 16%	11 25%	12 13%	16 21%	15 19%	2 10%	12 16%
Vodafone	37 21%	20 23%	16 20%	14 29%	7 19%	7 25%	3 14%	3 14%	1 13%	9 22%	11 19%	3 10%	14 33%	19 20%	17 23%	12 16%	5 26%	19 25%
O2 (formerly BTCellnet)	40 23%	21 23%	19 23%	18 36%	6 17%	8 26%	3 11%	5 24%	-	9 24%	17 30%	9 27%	4 9%	27 28%	13 17%	16 20%	2 11%	22 29%
'3' mobile	9 5%	6 7%	3 4%	3 6%	2 5%	-	4 16%	1 3%	-	-	4 7%	3 9%	2 5%	4 4%	5 7%	7 9%	1 4%	1 2%
Virgin Media	13 8%	4 5%	9 11%	3 7%	2 7%	1 3%	3 11%	2 11%	1 14%	5 13%	4 6%	2 6%	3 6%	9 9%	5 6%	3 4%	2 12%	7 10%
Tesco	1 1%	-	1 2%	-	1 4%	-	-	-	-	1 3%	-	-	-	1 1%	-	1 2%	-	-
Carphone Warehouse	2 1%	2 2%	-	-	1 4%	-	-	-	1 7%	-	2 4%	-	-	2 2%	-	1 2%	-	1 1%
Other	4 2%	3 3%	1 1%	-	1 2%	-	2 9%	1 5%	-	1 3%	2 4%	-	1 2%	3 3%	1 1%	3 4%	-	1 1%
Don't know/Can't Remember	2 1%	-	2 3%	-	-	-	-	-	2 25%	1 2%	1 2%	-	1 2%	1 1%	1 1%	-	2 2%	

## Switching Omnibus Survey: April/May 2009

Q.8 You mentioned that you have changed your mobile phone network in the last six months. Which was the most recent network you were on before you switched?

Base: All adults responsible for deciding supplier or network and changed either in the last 6 months- Mobile

	Total	GOVERNMENT REGION											GOVERNMENT REGION				PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	169	6	26	14	9	13	12	23	18	22	9	13	4	63	54	52	169	103	99	94
Weighted Base	172	6**	28**	14**	9**	14**	13**	24**	17**	23**	8**	13**	3**	64*	55*	53*	172	105*	100*	99*
Orange	35	2	6	2	1	3	2	3	3	6	1	4	1	15	9	11	35	24	25	23
	20%	30%	21%	17%	12%	25%	19%	13%	15%	26%	12%	28%	51%	24%	16%	21%	20%	23%	25%	23%
TMobile (formerly One2One)	28	2	5	-	1	1	1	5	3	6	2	2	1	9	10	10	28	19	19	18
	17%	25%	17%	-	14%	5%	8%	23%	16%	26%	29%	14%	26%	14%	18%	18%	17%	18%	19%	18%
Vodafone	37	1	6	2	4	2	3	3	5	4	3	4	-	13	11	12	37	21	18	19
	21%	11%	23%	11%	44%	12%	26%	13%	26%	19%	31%	34%	-	20%	21%	23%	21%	20%	18%	20%
O2 (formerly BTCCellnet)	40	1	6	8	2	1	3	7	4	4	1	2	-	17	12	11	40	19	17	17
	23%	16%	21%	57%	18%	10%	23%	30%	25%	18%	16%	16%	-	27%	21%	22%	23%	18%	17%	17%
'3' mobile	9	1	2	-	-	1	-	2	2	-	-	-	-	3	4	2	9	6	6	8
	5%	18%	9%	-	-	9%	-	10%	13%	-	-	-	-	5%	7%	4%	5%	6%	6%	8%
Virgin Media	13	-	2	1	1	4	1	2	-	1	-	1	1	4	7	2	13	7	8	6
	8%	-	6%	5%	12%	29%	8%	8%	-	6%	-	8%	23%	6%	13%	4%	8%	7%	8%	6%
Tesco	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	1	1	1
	1%	-	-	-	-	9%	-	-	-	-	-	-	-	-	2%	-	1%	1%	1%	1%
Carphone Warehouse	2	-	-	-	-	-	1	-	1	-	-	-	-	-	-	2	2	2	2	2
	1%	-	-	-	-	-	11%	-	4%	-	-	-	-	-	-	4%	1%	2%	2%	2%
Other	4	-	1	1	-	-	-	-	-	1	1	-	-	2	1	1	4	2	3	3
	2%	-	4%	5%	-	-	-	-	-	5%	13%	-	-	3%	2%	2%	2%	2%	3%	3%
Don't know/Can't Remember	2	-	-	1	-	-	1	1	-	-	-	-	-	1	1	1	2	2	1	1
	1%	-	-	5%	-	-	6%	4%	-	-	-	-	-	1%	2%	1%	1%	2%	1%	1%

## Switching Omnibus Survey: April/May 2009

Q.8 You mentioned that you have changed your mobile phone network in the last six months. Which was the most recent network you were on before you switched?

Base: All adults responsible for deciding supplier or network and changed either in the last 6 months- Mobile

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphone Warehouse (h)	Other (i)	Mntly (j)	Prepay (k)	All in-one (l)	Other (m)
Unweighted Base	169	40	21	20	51	15	10	7	-	5	91	78	-	-
Weighted Base	172	45*	22**	22**	50*	16**	8**	6**	**	4**	99*	74*	**	**
Orange	35 20%	2 5%	6 26%	7 31%	11 23%	5 33%	3 34%	-	-	1 26%	25 25%	10 14%	-	-
TMobile (formerly One2One)	28 17%	7 16%	3 12%	2 8%	13 25%	2 12%	2 19%	-	-	1 17%	15 16%	13 18%	-	-
Vodafone	37 21%	12 27%	5 23%	2 8%	11 22%	-	3 39%	3 54%	-	-	21 21%	16 22%	-	-
O2 (formerly BTCellnet)	40 23%	15 34%	6 25%	9 40%	5 11%	2 15%	-	2 34%	-	1 16%	21 21%	19 26%	-	-
'3' mobile	9 5%	1 2%	1 5%	-	3 6%	4 23%	-	-	-	1 15%	7 7%	2 3%	-	-
Virgin Media	13 8%	5 11%	1 4%	1 5%	3 5%	1 9%	1 8%	1 12%	-	1 25%	4 4%	9 12%	-	-
Tesco	1 1%	-	-	-	-	1 8%	-	-	-	-	1 1%	-	-	-
Carphone Warehouse	2 1%	-	-	1 3%	1 3%	-	-	-	-	-	1 1%	1 1%	-	-
Other	4 2%	1 3%	1 5%	1 5%	1 2%	-	-	-	-	-	2 2%	2 2%	-	-
Don't know/Can't Remember	2 1%	1 2%	-	-	2 3%	-	-	-	-	-	1 1%	2 2%	-	-

## Switching Omnibus Survey: April/May 2009

Q.8 You mentioned that you have changed your mobile phone network in the last six months. Which was the most recent network you were on before you switched?

Base: All adults responsible for deciding supplier or network and changed either in the last 6 months- Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	169	38	30	36	33	9	13	1	2	4	60	70	35	2	4	1	2	-	8	2	1
Weighted Base	172	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	2**	5**	1**	3**	-**	10**	2**	1**
Orange	35	35	-	-	-	-	-	-	-	-	10	17	8	-	-	-	-	-	-	1	1
	20%	100%cd	-	-	-	-	-	-	-	-	17%	23%	20%	-	-	-	-	-	-	62%	100%
TMobile (formerly One2One)	28	-	28	-	-	-	-	-	-	-	8	13	8	1	3	-	-	-	3	1	-
	17%	-	100%	-	-	-	-	-	-	-	13%	18%	20%	49%	46%	-	-	-	25%	38%	-
Vodafone	37	-	-	37	-	-	-	-	-	-	8	17	10	1	1	-	3	-	4	-	-
	21%	-	-	100%ad	-	-	-	-	-	-	14%	24%	24%	51%	27%	-	100%	-	41%	-	-
O2 (formerly BTCellnet)	40	-	-	-	40	-	-	-	-	-	14	14	12	-	1	-	-	-	3	-	-
	23%	-	-	-	100%ac	-	-	-	-	-	24%	20%	29%	-	26%	-	-	-	26%	-	-
'3' mobile	9	-	-	-	-	9	-	-	-	-	4	4	1	-	-	-	-	-	1	-	-
	5%	-	-	-	-	100%	-	-	-	-	7%	5%	4%	-	-	-	-	-	8%	-	-
Virgin Media	13	-	-	-	-	-	13	-	-	-	9	4	-	-	-	1	-	-	-	-	-
	8%	-	-	-	-	-	100%	-	-	-	16%	6%	-	-	-	100%	-	-	-	-	-
Tesco	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	100%	-	-	-	-	3%	-	-	-	-	-	-	-	-
Carphone Warehouse	2	-	-	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	100%	-	1%	2%	-	-	-	-	-	-	-	-	-
Other	4	-	-	-	-	-	-	-	-	4	2	1	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	100%	4%	1%	-	-	-	-	-	-	-	-	-
Don't know/Can't Remember	2	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	3%	1%	-	-	-	-	-	-	-	-	-



## Switching Omnibus Survey: April/May 2009

**Q.9 And when you changed your mobile phone network in the last six months, which of the following applied?**

**Base: All adults responsible for deciding supplier or network and changed either in the last 6 months -Mobile**

	Total	SEX		AGE						SOCIAL CLASS			SOCIAL CLASS		WORKING STATUS			
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	169	84	85	44	36	27	25	23	14	29	46	35	59	75	94	69	21	79
Weighted Base	172	90*	83*	50*	37*	29**	25**	21**	10**	39**	57*	34*	43*	96*	77*	77*	20**	75*
You only contacted your new mobile phone network	56 33%	31 35%	25 30%	17 34%	12 32%	10 35%	6 22%	5 25%	6 66%	11 29%	17 30%	11 32%	17 39%	29 30%	27 36%	21 28%	6 28%	29 39%
You contacted your existing mobile phone network telling them you wanted to switch and then contacted your new network for them to complete the process	24 14%	13 15%	11 13%	5 10%	6 16%	5 16%	4 16%	3 16%	1 15%	6 15%	11 19%	3 10%	5 10%	16 17%	8 10%	17 22%	2 10%	5 7%
You contacted your new mobile phone network telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	48 28%	29 32%	19 24%	11 23%	13 35%	11 38%	9 37%	3 13%	1 9%	12 30%	14 25%	12 35%	10 24%	26 27%	22 29%	26 33%	9 46%	13 18%
Your new provider contacted YOU about switching	13 8%	3 4%	10 12%	3 6%	3 8%	1 2%	3 11%	4 18%	- -	4 11%	3 6%	4 11%	2 5%	7 8%	6 7%	7 9%	2 8%	5 6%
Family member / friend did it for me	2 1%	1 1%	2 2%	- -	- -	- -	- -	2 8%	1 5%	- -	1 2%	- -	1 3%	1 1%	1 2%	- -	- -	2 3%
Other	19 11%	9 10%	11 13%	9 18%	2 4%	2 7%	4 14%	3 15%	- -	5 12%	6 10%	2 7%	7 15%	10 11%	9 12%	5 6%	- -	15 20%
Don't know	9 5%	4 4%	5 6%	5 10%	2 5%	1 3%	- -	1 5%	* 5%	1 3%	5 9%	2 5%	2 4%	6 6%	3 4%	2 2%	2 8%	6 8%

## Switching Omnibus Survey: April/May 2009

**Q.9 And when you changed your mobile phone network in the last six months, which of the following applied?**

**Base: All adults responsible for deciding supplier or network and changed either in the last 6 months -Mobile**

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	169	6	26	14	9	13	12	23	18	22	9	13	4	63	54	52	169	103	99	94
Weighted Base	172	6**	28**	14**	9**	14**	13**	24**	17**	23**	8**	13**	3**	64*	55*	53*	172	105*	100*	99*
You only contacted your new mobile phone network	56 33%	1 14%	8 27%	4 27%	1 8%	3 25%	7 57%	6 24%	4 25%	14 62%	2 21%	3 24%	3 100%	18 28%	12 21%	26 49%	56 33%	35 33%	32 32%	30 30%
You contacted your existing mobile phone network telling them you wanted to switch and then contacted your new network for them to complete the process	24 14%	1 16%	5 17%	2 11%	-	1 9%	3 25%	5 20%	4 21%	1 5%	2 21%	1 8%	-	8 13%	8 14%	8 15%	24 14%	15 14%	14 14%	14 14%
You contacted your new mobile phone network telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	48 28%	3 43%	11 38%	3 22%	2 24%	4 29%	1 6%	8 33%	5 30%	4 16%	1 16%	7 53%	-	23 36%	15 28%	10 18%	48 28%	34 33%	33 33%	38 38%
Your new provider contacted YOU about switching	13 8%	-	2 9%	1 7%	4 48%	3 21%	-	2 10%	-	-	-	-	-	3 5%	10 18%	-	13 8%	9 9%	9 9%	6 6%
Family member / friend did it for me	2 1%	-	-	1 4%	-	-	-	1 5%	-	1 3%	-	-	-	1 1%	1 2%	1 1%	2 1%	2 2%	2 2%	-
Other	19 11%	2 27%	3 9%	4 29%	1 14%	1 5%	1 11%	2 8%	1 8%	1 5%	1 13%	2 15%	-	10 16%	5 9%	4 8%	19 11%	7 6%	6 6%	8 8%
Don't know	9 5%	-	-	-	1 6%	1 11%	-	-	3 17%	2 8%	2 29%	-	-	-	4 8%	5 9%	9 5%	3 3%	4 4%	4 4%

## Switching Omnibus Survey: April/May 2009

**Q.9 And when you changed your mobile phone network in the last six months, which of the following applied?**

**Base: All adults responsible for deciding supplier or network and changed either in the last 6 months -Mobile**

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	169	40	21	20	51	15	10	7	-	5	91	78	-	-
Weighted Base	172	45*	22**	22**	50*	16**	8**	6**	-.**	4**	99*	74*	-.**	-.**
You only contacted your new mobile phone network	56 33%	11 25%	8 34%	7 32%	15 29%	10 64%	2 25%	3 52%	-	1 17%	28 29%	28 37%	-	-
You contacted your existing mobile phone network telling them you wanted to switch and then contacted your new network for them to complete the process	24 14%	3 6%	5 24%	7 34%	7 15%	1 8%	-	-	-	-	12 12%	12 16%	-	-
You contacted your new mobile phone network telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	48 28%	16 37%	6 28%	3 14%	14 28%	1 8%	5 57%	2 31%	-	1 15%	35 35%	13 18%	-	-
Your new provider contacted YOU about switching	13 8%	5 12%	-	2 9%	2 4%	1 7%	-	1 17%	-	2 52%	8 8%	6 8%	-	-
Family member / friend did it for me	2 1%	1 3%	-	-	1 2%	-	-	-	-	-	-	2 3%	-	-
Other	19 11%	8 17%	1 6%	3 12%	7 14%	-	-	-	-	1 16%	11 11%	9 12%	-	-
Don't know	9 5%	-	2 8%	-	4 7%	2 13%	1 18%	-	-	-	5 5%	4 5%	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 & 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l/m

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

## Switching Omnibus Survey: April/May 2009

**Q.9 And when you changed your mobile phone network in the last six months, which of the following applied?**

**Base: All adults responsible for deciding supplier or network and changed either in the last 6 months -Mobile**

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	169	38	30	36	33	9	13	1	2	4	60	70	35	2	4	1	2	-	8	2	1
Weighted Base	172	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	2**	5**	1**	3**	-**	10**	2**	1**
You only contacted your new mobile phone network	56	14	9	10	15	1	4	-	1	-	22	27	7	1	1	1	3	-	5	1	-
	33%	41%	32%	27%	36%	8%	32%	-	69%	-	38%	38%	18%	49%	26%	100%	100%	-	48%	38%	-
You contacted your existing mobile phone network telling them you wanted to switch and then contacted your new network for them to complete the process	24	2	7	4	5	3	1	-	1	1	8	13	3	-	-	-	-	-	-	-	-
	14%	7%	26%	10%	12%	30%	8%	-	31%	26%	14%	19%	8%	-	-	-	-	-	-	-	-
You contacted your new mobile phone network telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	48	13	8	13	6	4	4	1	-	-	9	22	16	-	4	-	-	-	5	1	1
	28%	36%	26%	36%	14%	46%	27%	100%	-	-	16%	31%	38%	-	74%	-	-	-	52%	62%	100%
Your new provider contacted YOU about switching	13	2	1	3	3	-	3	-	-	-	4	4	6	1	-	-	-	-	-	-	-
	8%	6%	5%	9%	8%	-	22%	-	-	-	7%	5%	14%	51%	-	-	-	-	-	-	-
Family member / friend did it for me	2	1	-	1	1	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
	1%	2%	-	1%	3%	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-
Other	19	1	2	3	10	-	-	-	-	3	9	4	5	-	-	-	-	-	-	-	-
	11%	2%	8%	10%	25%	-	-	-	-	74%	16%	6%	13%	-	-	-	-	-	-	-	-
Don't know	9	2	1	2	1	1	1	-	-	-	4	1	4	-	-	-	-	-	-	-	-
	5%	6%	3%	7%	2%	16%	11%	-	-	-	7%	2%	9%	-	-	-	-	-	-	-	-

## Switching Omnibus Survey: April/May 2009

**Q.10 When you contacted your existing mobile phone network provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?**

**Base: All adults responsible for deciding supplier or network who changed either and contacted their existing supplier - Mobile**

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	68	39	29	14	18	14	13	6	3	13	21	15	19	34	34	39	10	19	
Weighted Base	72*	42*	31**	16**	19**	16**	13**	6**	2**	18**	25**	15**	15**	42*	30*	43*	11**	18**	
Yes	33 45%	24 58%	8 27%	10 61%	8 43%	7 44%	7 50%	1 20%	-	12 67%	8 33%	6 40%	7 45%	20 47%	13 42%	19 45%	5 44%	8 45%	
No	35 48%	16 38%	19 62%	6 39%	9 50%	8 49%	7 50%	3 44%	2 100%	4 24%	16 63%	9 60%	6 41%	20 47%	15 51%	21 49%	5 47%	9 47%	
Don't know/Can't Remember	5 6%	1 3%	3 11%	-	1 8%	1 6%	-	2 36%	-	2 9%	1 4%	-	2 14%	3 6%	2 7%	2 5%	1 9%	1 8%	

## Switching Omnibus Survey: April/May 2009

Q.10 When you contacted your existing mobile phone network provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding supplier or network who changed either and contacted their existing supplier - Mobile

	Total	GOVERNMENT REGION											GOVERNMENT REGION				PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	68	3	13	4	2	5	4	13	9	5	3	7	-	27	23	18	68	46	45	48
Weighted Base	72*	4**	15**	5**	2**	5**	4**	13**	9**	5**	3**	8**	-**	31**	23**	18**	72*	49*	47*	51*
Yes	33	3	8	-	-	1	3	5	6	3	-	4	-	15	7	11	33	20	18	22
	45%	73%	53%	-	-	25%	61%	41%	71%	55%	-	51%	-	47%	28%	64%	45%	40%	39%	43%
No	35	-	6	3	2	4	2	7	3	2	3	4	-	13	16	6	35	27	26	26
	48%	-	42%	66%	100%	75%	39%	54%	29%	31%	100%	49%	-	42%	69%	32%	48%	54%	56%	50%
Don't know/Can't Remember	5	1	1	2	-	-	-	1	-	1	-	-	-	3	1	1	5	3	2	3
	6%	27%	5%	34%	-	-	-	5%	-	14%	-	-	-	11%	3%	4%	6%	7%	5%	6%

## Switching Omnibus Survey: April/May 2009

**Q.10 When you contacted your existing mobile phone network provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?**

**Base: All adults responsible for deciding supplier or network who changed either and contacted their existing supplier - Mobile**

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Vrgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	68	18	11	10	19	2	5	2	-	1	43	25	-	-
Weighted Base	72*	19**	12**	10**	21**	3**	5**	2**	-**	1**	47*	25**	-**	-**
Yes	33 45%	9 45%	4 33%	2 18%	14 63%	1 50%	2 51%	1 56%	-	-	27 57%	6 24%	-	-
No	35 48%	11 55%	7 58%	7 67%	7 34%	1 50%	2 34%	1 44%	-	-	19 40%	16 64%	-	-
Don't know/Can't Remember	5 6%	-	1 9%	2 15%	1 3%	-	1 15%	-	-	1 100%	2 4%	3 12%	-	-

## Switching Omnibus Survey: April/May 2009

Q.10 When you contacted your existing mobile phone network provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding supplier or network who changed either and contacted their existing supplier - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	68	14	15	14	9	7	5	1	1	1	18	33	16	-	3	-	-	-	4	1	1
Weighted Base	72*	15**	15**	17**	10**	7**	5**	1**	1**	1**	17**	35*	19**	-**	4**	-**	-**	-**	5**	1**	1**
Yes	33	5	6	12	4	5	-	-	-	-	3	17	12	-	2	-	-	-	2	1	1
	45%	31%	43%	71%	42%	76%	-	-	-	-	16%	47%	63%	-	61%	-	-	-	47%	100%	100%
No	35	9	7	5	4	1	5	1	1	1	13	16	6	-	2	-	-	-	3	-	-
	48%	63%	47%	29%	42%	15%	100%	100%	100%	100%	74%	47%	32%	-	39%	-	-	-	53%	-	-
Don't know/Can't Remember	5	1	1	-	2	1	-	-	-	-	2	2	1	-	-	-	-	-	-	-	-
	6%	7%	10%	-	15%	9%	-	-	-	-	9%	6%	5%	-	-	-	-	-	-	-	-



## Q.11 Why did you decide to switch mobile phone network provider? - Unprompted

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	SEX		AGE						SOCIAL CLASS			SOCIAL CLASS		WORKING STATUS			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	169	84	85	44	36	27	25	23	14	29	46	35	59	75	94	69	21	79
Weighted Base	172	90*	83*	50*	37*	29**	25**	21**	10**	39**	57*	34*	43*	96*	77*	77*	20**	75*
New provider was best deal\ cheapest\ cheap enough\ wouldn't save enough staying	75	41	34	28	17	10	9	8	2	20	24	14	17	44	32	35	7	33
	44%	46%	42%	57%	47%	33%	35%	39%	26%	52%	42%	42%	40%	46%	41%	46%	35%	44%
New provider offered mobile as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	4	4	-	1	1	1	1	-	-	1	-	2	1	1	3	3	-	1
	2%	4%	-	2%	2%	3%	4%	-	-	2%	-	5%	2%	1%	4%	3%	-	1%
Unhappy\ dissatisfied\ with current supplier	24	16	9	4	5	3	6	6	1	1	8	9	6	9	15	12	4	8
	14%	18%	10%	7%	14%	11%	22%	28%	7%	4%	14%	26%	15%	10%	20%	16%	21%	10%
Current provider did not improve their offer	5	4	1	3	1	1	-	1	-	2	1	-	1	4	1	2	1	1
	3%	4%	2%	6%	2%	2%	-	4%	-	6%	3%	-	3%	4%	2%	3%	7%	2%
Can't get a reception with current network provider where I live	15	5	10	4	3	4	3	-	1	2	10	2	1	11	3	9	2	4
	9%	5%	12%	8%	8%	14%	11%	-	8%	5%	17%	5%	3%	12%	4%	12%	9%	5%
Cheaper to move to the same network as my friends\ colleagues\ family\ people I call	12	3	9	3	2	2	4	1	-	1	3	4	3	4	8	3	4	5
	7%	3%	11%	5%	6%	5%	17%	3%	-	3%	5%	13%	8%	4%	10%	3%	20%	7%
Better handsets available with new network	20	10	10	6	4	6	-	2	3	8	8	3	2	15	5	9	-	11
	12%	11%	12%	11%	10%	19%	-	11%	29%	20%	13%	8%	5%	16%	6%	12%	-	14%
Prefer to go with trusted\known provider	3	1	2	-	1	1	-	1	-	-	2	-	1	2	1	1	-	2
	2%	2%	2%	-	3%	5%	-	3%	-	-	4%	-	1%	3%	1%	2%	-	2%
Difficult to make comparisons between providers	3	1	2	2	1	-	-	-	-	2	-	1	-	2	1	1	-	2
	2%	1%	2%	4%	3%	-	-	-	-	5%	-	3%	-	2%	1%	1%	-	3%
No\ not enough difference between providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Q.11 Why did you decide to switch mobile phone network provider? - Unprompted

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Weighted Base	172	90*	83*	50*	37*	29**	25**	21**	10**	39**	57*	34*	43*	96*	77*	77*	20**	75*	
Too busy\ don't have time to research the options	*	-	*	*	-	-	-	-	-	-	-	-	*	-	*	-	-	*	
Information available confusing\ couldn't understand technical jargon	1	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1	
Didn't want to get locked into a fixed contract with existing provider	4	1	4	1	-	-	1	2	1	2	2	-	1	3	1	3	-	2	
Lost my phone	3	2	2	2	1	-	-	1	-	1	2	-	1	3	1	-	1	2	
Got a new phone	5	3	2	-	1	-	2	1	*	-	3	-	3	3	3	3	1	2	
Other	18	10	8	5	3	4	3	2	1	4	3	3	7	8	10	6	1	10	
Don't know	5	1	3	-	2	1	-	1	1	-	2	2	1	2	3	3	1	1	
	3%	1%	4%	-	6%	3%	-	5%	5%	-	3%	5%	2%	2%	4%	3%	3%	2%	

## Switching Omnibus Survey: April/May 2009

## Q.11 Why did you decide to switch mobile phone network provider? - Unprompted

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	169	6	26	14	9	13	12	23	18	22	9	13	4	63	54	52	169	103	99	94
Weighted Base	172	6**	28**	14**	9**	14**	13**	24**	17**	23**	8**	13**	3**	64*	55*	53*	172	105*	100*	99*
New provider was best deal\ cheapest\ cheap enough\ wouldn't save enough staying	75 44%	4 57%	13 46%	4 28%	8 82%	10 73%	4 34%	8 35%	6 33%	9 39%	3 37%	4 34%	2 77%	27 42%	29 53%	19 36%	75 44%	46 44%	46 46%	45 45%
New provider offered mobile as part of bundled package\ new provider offered TV\Broadband\Fixed line telephone services	4 2%	- -	1 3%	- -	- -	- -	- -	1 4%	- -	2 8%	- -	- -	- -	1 1%	1 2%	2 3%	4 2%	3 3%	2 2%	3 3%
Unhappy\ dissatisfied\ with current supplier	24 14%	2 29%	6 20%	2 16%	2 18%	1 5%	2 14%	5 20%	3 18%	1 6%	1 9%	1 5%	- -	10 16%	8 14%	6 12%	24 14%	18 17%	14 14%	15 15%
Current provider did not improve their offer	5 3%	- -	1 5%	- -	1 6%	- -	- -	- -	1 5%	2 10%	- -	- -	- -	1 2%	1 1%	3 6%	5 3%	3 3%	1 1%	2 2%
Can't get a reception with current network provider where I live	15 9%	1 16%	3 9%	- -	- -	- -	3 20%	2 7%	1 5%	4 19%	2 22%	- -	- -	4 6%	4 6%	8 14%	15 9%	11 10%	10 10%	10 10%
Cheaper to move to the same network as my friends \ colleagues\ family\ people I call	12 7%	- -	2 7%	2 14%	- -	1 4%	1 6%	3 14%	- -	- -	- -	2 17%	1 23%	7 11%	4 7%	1 2%	12 7%	9 8%	8 8%	8 8%
Better handsets available with new network	20 12%	1 16%	5 18%	- -	1 12%	- -	1 4%	5 20%	2 13%	3 11%	1 7%	2 16%	- -	8 13%	6 12%	5 10%	20 12%	14 13%	14 14%	12 12%
Prefer to go with trusted\known provider	3 2%	- -	1 2%	1 7%	- -	- -	- -	- -	1 8%	- -	- -	- -	- -	2 3%	- -	1 3%	3 2%	3 3%	3 3%	2 2%
Difficult to make comparisons between providers	3 2%	- -	- -	- -	- -	- -	- -	2 8%	- -	- -	- -	1 8%	- -	1 2%	2 3%	- -	3 2%	1 1%	1 1%	1 1%
No\ not enough difference between providers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 & 18)  
 Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o - p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Switching Omnibus Survey: April/May 2009

## Q.11 Why did you decide to switch mobile phone network provider? - Unprompted

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Weighted Base	172	6**	28**	14**	9**	14**	13**	24**	17**	23**	8**	13**	3**	64*	55*	53*	172	105*	100*	99*
Too busy\ don't have time to research the options	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	* 5%	- -	- -	- -	* 1%	- -	* *	- -	- -	- -
Information available confusing\ couldn't understand technical jargon	1 *	- -	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	1 1%
Didn't want to get locked into a fixed contract with existing provider	4 2%	- -	- -	2 11%	- -	- -	1 8%	- -	1 4%	- -	- -	1 7%	- -	2 4%	- -	2 3%	4 2%	3 3%	3 3%	3 3%
Lost my phone	3 2%	- -	- -	- -	- -	- -	2 12%	- -	- -	2 7%	- -	- -	- -	- -	- -	3 6%	3 2%	1 1%	2 2%	1 1%
Got a new phone	5 3%	- -	- -	3 20%	- -	- -	- -	- -	* 3%	1 5%	- -	1 6%	- -	4 6%	- -	2 3%	5 3%	1 1%	1 1%	1 1%
Other	18 10%	- -	3 11%	1 7%	- -	3 23%	- -	3 14%	1 4%	3 14%	1 13%	2 16%	- -	6 10%	8 14%	4 7%	18 10%	10 10%	11 11%	10 10%
Don't know	5 3%	- -	1 3%	1 4%	- -	- -	1 8%	1 4%	1 5%	- -	1 7%	- -	- -	1 2%	1 3%	2 3%	5 3%	3 3%	3 3%	3 3%

## Switching Omnibus Survey: April/May 2009

## Q.11 Why did you decide to switch mobile phone network provider? - Unprompted

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	169	40	21	20	51	15	10	7	-	5	91	78	-	-
Weighted Base	172	45*	22**	22**	50*	16**	8**	6**	-.**	4**	99*	74*	-.**	-.**
New provider was best deal\ cheapest\ cheap enough\ wouldn't save enough staying	75 44%	23 52%	7 32%	7 34%	22 44%	8 53%	2 29%	2 29%	-	3 69%	42 43%	33 45%	-	-
New provider offered mobile as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	4 2%	2 4%	-	-	2 4%	-	-	-	-	-	4 4%	-	-	-
Unhappy\ dissatisfied\ with current supplier	24 14%	9 19%	5 24%	4 18%	3 6%	1 9%	1 11%	1 12%	-	1 15%	16 17%	8 11%	-	-
Current provider did not improve their offer	5 3%	4 10%	-	-	-	1 6%	-	-	-	-	5 5%	-	-	-
Can't get a reception with current network provider where I live	15 9%	3 6%	5 23%	2 8%	4 8%	1 5%	-	-	-	-	10 11%	4 6%	-	-
Cheaper to move to the same network as my friends \ colleagues\ family\ people I call	12 7%	5 11%	1 6%	-	2 4%	1 7%	-	2 34%	-	-	7 8%	4 6%	-	-
Better handsets available with new network	20 12%	4 10%	-	3 15%	8 16%	2 12%	2 20%	-	-	1 26%	11 11%	9 12%	-	-
Prefer to go with trusted\known provider	3 2%	-	1 6%	-	1 1%	-	-	1 17%	-	-	1 1%	2 2%	-	-
Difficult to make comparisons between providers	3 2%	1 2%	-	-	2 4%	-	-	-	-	-	1 1%	2 3%	-	-
No\ not enough difference between providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l/m

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

## Switching Omnibus Survey: April/May 2009

## Q.11 Why did you decide to switch mobile phone network provider? - Unprompted

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Weighted Base	172	45*	22**	22**	50*	16**	8**	6**	..**	4**	99*	74*	..**	..**
Too busy\ don't have time to research the options	*	-	-	-	-	-	*	-	-	-	-	*	-	-
Information available confusing\ couldn't understand technical jargon	1	-	-	-	-	1	-	-	-	-	1	-	-	-
Didn't want to get locked into a fixed contract with existing provider	4 2%	-	-	3 15%	1 2%	-	-	-	-	-	1 1%	3 4%	-	-
Lost my phone	3 2%	-	2 7%	-	-	-	2 21%	-	-	-	1 1%	2 3%	-	-
Got a new phone	5 3%	1 3%	1 7%	-	-	-	* 6%	1 25%	-	1 16%	3 3%	3 4%	-	-
Other	18 10%	5 12%	1 5%	2 10%	8 17%	-	1 8%	-	-	-	9 9%	9 12%	-	-
Don't know	5 3%	-	-	2 8%	2 5%	1 4%	-	-	-	-	4 4%	1 1%	-	-

## Switching Omnibus Survey: April/May 2009

## Q.11 Why did you decide to switch mobile phone network provider? - Unprompted

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	PREVIOUS MOBILE PROVIDER (Q8)										MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
	Total	Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	169	38	30	36	33	9	13	1	2	4	60	70	35	2	4	1	2	-	8	2	1
Weighted Base	172	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	2**	5**	1**	3**	-**	10**	2**	1**
New provider was best deal\ cheapest\ cheap enough\ wouldn't save enough staying	75 44%	8 23%	15 54%	20 54%	16 41%	4 41%	8 63%	1 100%	1 69%	1 19%	22 39%	34 49%	17 41%	1 49%	4 74%	-	1 48%	-	7 65%	1 38%	-
New provider offered mobile as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	4 2%	-	3 9%	1 3%	-	-	-	-	-	-	-	3 4%	1 2%	-	1 18%	-	-	-	1 10%	-	-
Unhappy\ dissatisfied\ with current supplier	24 14%	8 24%	2 8%	5 12%	5 11%	2 19%	1 8%	-	-	1 26%	6 11%	12 16%	6 16%	-	1 27%	-	-	-	1 15%	1 62%	-
Current provider did not improve their offer	5 3%	-	1 3%	3 8%	1 4%	-	-	-	-	-	-	2 3%	3 7%	-	1 27%	-	-	-	1 15%	-	-
Can't get a reception with current network provider where I live	15 9%	4 12%	-	4 11%	-	4 42%	2 16%	-	-	-	5 9%	5 7%	4 11%	-	-	-	-	-	1 8%	-	-
Cheaper to move to the same network as my friends \ colleagues\ family\ people I call	12 7%	3 8%	-	4 10%	4 11%	-	1 8%	-	-	-	4 6%	6 8%	2 5%	-	-	-	-	-	-	-	-
Better handsets available with new network	20 12%	8 23%	1 5%	2 6%	7 18%	-	1 4%	-	-	-	9 16%	3 5%	7 18%	-	-	-	-	-	-	-	-
Prefer to go with trusted\known provider	3 2%	-	1 5%	1 3%	1 1%	-	-	-	-	-	2 3%	-	1 3%	-	-	-	-	-	-	-	-
Difficult to make comparisons between providers	3 2%	1 3%	-	-	2 5%	-	-	-	-	-	-	2 3%	1 2%	-	-	-	-	-	-	-	-
No\ not enough difference between providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Q.11 Why did you decide to switch mobile phone network provider? - Unprompted

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Weighted Base	172	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	2**	5**	1**	3**	**	10**	2**	1**
Too busy\ don't have time to research the options	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Information available confusing\ couldn't understand technical jargon	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Didn't want to get locked into a fixed contract with existing provider	4	-	2	-	2	-	-	1	-	-	2	1	1	-	-	-	-	-	-	-	-
Lost my phone	3	1	1	-	2	-	-	-	-	-	3	1	-	-	-	-	-	-	-	-	-
Got a new phone	5	*	-	1	2	-	1	-	-	1	3	1	-	-	1	-	-	-	-	-	-
Other	18	5	2	2	4	1	2	-	1	7	6	3	-	1	-	1	-	3	-	1	
Don't know	5	1	1	2	1	-	-	-	-	-	1	4	1	-	-	-	-	-	-	-	-
	3%	2%	3%	6%	2%	-	-	-	-	-	1%	9%	51%	-	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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



## Switching Omnibus Survey: April/May 2009

Q.12 When you changed your mobile phone network, did you change your mobile phone number or did you keep your existing number?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	169	84	85	44	36	27	25	23	14	29	46	35	59	75	94	69	21	79	
Weighted Base	172	90*	83*	50*	37*	29**	25**	21**	10**	39**	57*	34*	43*	96*	77*	77*	20**	75*	
Changed mobile number	102	52	49	36	20	13	14	13	6	19	30	19	34	49	53	38	11	53	
	59%	58%	60%	72%	55%	45%	54%	61%	60%	50%	52%	56%	79%j	51%	69%	50%	53%	70%	
Kept existing number	70	37	33	14	17	16	12	8	3	20	27	15	9	47	23	39	10	22	
	41%	41%	40%	28%	45%	55%	46%	39%	34%	50%	48%l	44%	20%	49%	30%	50%	47%	29%	
Don't know	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	1	
	*	1%	-	-	-	-	-	-	5%	-	-	-	1%	-	1%	-	-	1%	

## Switching Omnibus Survey: April/May 2009

Q.12 When you changed your mobile phone network, did you change your mobile phone number or did you keep your existing number?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	169	6	26	14	9	13	12	23	18	22	9	13	4	63	54	52	169	103	99	94
Weighted Base	172	6**	28**	14**	9**	14**	13**	24**	17**	23**	8**	13**	3**	64*	55*	53*	172	105*	100*	99*
Changed mobile number	102	4	15	9	3	9	10	17	4	14	6	9	1	40	35	27	102	48	55	45
	59%	70%	56%	67%	28%	68%	73%	70%	24%	58%	70%	73%	46%	62%	63%	51%	59%	45%	55%	45%
Kept existing number	70	2	12	4	7	4	3	7	13	10	2	3	2	23	21	26	70	57	45	54
	41%	30%	44%	29%	72%	32%	27%	30%	76%	42%	30%	27%	54%	37%	37%	49%	41%	54%	45%	55%
Don't know	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	1	1	-
	*	-	-	4%	-	-	-	-	-	-	-	-	-	1%	-	-	*	*	1%	-

## Switching Omnibus Survey: April/May 2009

Q.12 When you changed your mobile phone network, did you change your mobile phone number or did you keep your existing number?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	169	40	21	20	51	15	10	7	-	5	91	78	-	-
Weighted Base	172	45*	22**	22**	50*	16**	8**	6**	-**	4**	99*	74*	-**	-**
Changed mobile number	102	26	12	15	30	6	6	5	-	2	53	48	-	-
	59%	59%	54%	68%	61%	36%	70%	83%	-	48%	54%	65%	-	-
Kept existing number	70	18	10	7	19	10	2	1	-	2	45	25	-	-
	41%	41%	46%	32%	38%	64%	30%	17%	-	52%	46%	34%	-	-
Don't know	1	-	-	-	1	-	-	-	-	-	-	1	-	-
	*	-	-	-	1%	-	-	-	-	-	-	1%	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 & 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l/m

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

## Switching Omnibus Survey: April/May 2009

Q.12 When you changed your mobile phone network, did you change your mobile phone number or did you keep your existing number?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	169	38	30	36	33	9	13	1	2	4	60	70	35	2	4	1	2	-	8	2	1
Weighted Base	172	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	2**	5**	1**	3**	-**	10**	2**	1**
Changed mobile number	102	23	17	21	22	4	9	-	-	3	34	43	22	-	3	1	1	-	4	1	1
	59%	65%	60%	58%	56%	41%	69%	-	-	74%	59%	61%	54%	-	54%	100%	52%	-	42%	62%	100%
Kept existing number	70	12	11	15	18	6	4	1	2	1	23	28	19	2	3	-	1	-	6	1	-
	41%	35%	40%	40%	44%	59%	31%	100%	100%	26%	41%	39%	46%	100%	46%	-	48%	-	58%	38%	-
Don't know	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Q.13 How easy or difficult do you think it is to change to another mobile phone network?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	SEX		AGE						SOCIAL CLASS				WORKING STATUS				
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	169	84	85	44	36	27	25	23	14	29	46	35	59	75	94	69	21	79
Weighted Base	172	90*	83*	50*	37*	29**	25**	21**	10**	39**	57*	34*	43*	96*	77*	77*	20**	75*
Very easy	(2)	87 50%	43 48%	43 52%	26 52%	19 52%	14 47%	13 54%	3 27%	21 54%	31 54%	19 56%	16 37%	52 54%	35 45%	40 52%	9 42%	38 51%
Easy	(1)	59 35%	29 32%	31 37%	17 34%	15 40%	8 28%	9 36%	4 21%	6 61%	12 30%	11 31%	19 33%	29 44%	30 39%	29 37%	6 29%	25 33%
Neither easy nor difficult	(0)	12 7%	8 8%	5 5%	5 11%	- -	3 11%	1 4%	2 9%	1 6%	2 4%	2 6%	3 7%	7 7%	5 7%	4 5%	2 12%	6 8%
Difficult	(-1)	8 5%	6 7%	2 3%	1 1%	2 6%	4 14%	- -	1 5%	- -	4 9%	3 5%	1 2%	1 2%	1 2%	3 5%	2 12%	2 3%
Very difficult	(-2)	4 3%	2 3%	2 2%	1 2%	1 2%	- -	2 7%	1 4%	- -	1 2%	- -	1 6%	1 1%	4 5%	1 1%	1 4%	2 3%
Not possible		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Easy	146 85%	72 80%	74 90%	43 86%	34 92%	22 75%	22 89%	16 75%	9 88%	33 85%	48 85%	30 89%	35 81%	81 85%	65 84%	69 89%	15 71%	63 84%
Net: Difficult	12 7%	8 9%	4 5%	2 3%	3 8%	4 14%	2 7%	2 9%	- -	4 12%	3 5%	2 5%	3 8%	7 8%	5 7%	5 6%	3 17%	4 6%
Don't know	2 1%	2 2%	-	-	-	-	-	1 6%	1 5%	-	-	-	2 4%	-	2 2%	-	-	2 3%
Mean score	1.27	1.19	1.34	1.33	1.34	1.09	1.27	1.24	1.22	1.25	1.34	1.37	1.09	1.30	1.22	1.34	0.93	1.29
Standard deviation	0.97	1.04	0.89	0.87	0.93	1.08	1.08	1.14	0.58	1.06	0.86	0.93	1.05	0.94	1.00	0.88	1.22	0.97
Standard error	0.07	0.11	0.10	0.13	0.15	0.21	0.22	0.24	0.16	0.20	0.13	0.16	0.14	0.11	0.10	0.11	0.27	0.11

## Switching Omnibus Survey: April/May 2009

Q.13 How easy or difficult do you think it is to change to another mobile phone network?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)					
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	Ni (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)	
Unweighted Base	169	6	26	14	9	13	12	23	18	22	9	13	4	63	54	52	169	103	99	94	
Weighted Base	172	6**	28**	14**	9**	14**	13**	24**	17**	23**	8**	13**	3**	64*	55*	53*	172	105*	100*	99*	
Very easy	(2)	87	3	12	7	3	5	8	16	4	14	4	9	2	32	29	26	87	52	49	53
		50%	43%	42%	48%	38%	38%	60%	66%	26%	59%	48%	69%	77%	50%	52%	48%	50%	49%	49%	54%
Easy	(1)	59	2	13	5	5	8	4	6	8	4	3	1	22	21	16	59	37	39	30	
		35%	39%	46%	32%	50%	57%	34%	25%	44%	18%	36%	11%	23%	34%	39%	35%	35%	39%	31%	
Neither easy nor difficult	(0)	12	-	-	-	-	-	1	2	2	4	1	1	-	1	3	7	12	6	5	7
		7%	-	-	-	-	-	6%	9%	14%	17%	16%	12%	-	2%	6%	13%	7%	6%	5%	7%
Difficult	(-1)	8	-	2	1	1	-	-	-	1	1	-	1	-	5	1	2	8	6	3	6
		5%	-	9%	11%	12%	-	-	-	8%	3%	-	8%	-	8%	2%	4%	5%	6%	3%	6%
Very difficult	(-2)	4	1	1	1	-	1	-	-	-	1	-	-	3	1	1	4	3	4	2	
		3%	18%	4%	5%	-	5%	-	-	-	4%	-	-	5%	1%	2%	3%	3%	4%	2%	
Not possible		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net: Easy		146	5	24	11	8	13	12	22	12	18	7	10	3	54	50	42	146	88	88	83
		85%	82%	88%	80%	88%	95%	94%	91%	70%	76%	84%	80%	100%	85%	91%	79%	85%	84%	88%	84%
Net: Difficult		12	1	3	2	1	1	-	-	1	1	-	1	-	8	2	3	12	9	7	8
		7%	18%	12%	16%	12%	5%	-	-	8%	6%	-	8%	-	12%	3%	5%	7%	8%	7%	8%
Don't know		2	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	2	2	1	1
		1%	-	-	4%	-	-	-	-	8%	-	-	-	-	1%	-	3%	1%	2%	1%	1%
Mean score		1.27	0.90	1.13	1.11	1.13	1.24	1.54	1.58	0.96	1.25	1.32	1.42	1.77	1.19	1.38	1.23	1.27	1.25	1.26	1.30
Standard deviation		0.97	1.55	1.05	1.24	0.97	0.90	0.64	0.66	0.91	1.09	0.78	1.02	0.52	1.11	0.80	0.95	0.97	0.98	0.97	0.97
Standard error		0.07	0.63	0.21	0.34	0.32	0.25	0.18	0.14	0.22	0.23	0.26	0.28	0.26	0.14	0.11	0.13	0.07	0.10	0.10	0.10

## Switching Omnibus Survey: April/May 2009

Q.13 How easy or difficult do you think it is to change to another mobile phone network?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)	
Unweighted Base	169	40	21	20	51	15	10	7	-	5	91	78	-	-	
Weighted Base	172	45*	22**	22**	50*	16**	8**	6**	-**	4**	99*	74*	-**	-**	
Very easy	(2)	87 50%	24 55%	13 57%	11 49%	27 54%	5 32%	2 28%	2 42%	-	2 41%	50 50%	37 50%	-	-
Easy	(1)	59 35%	14 30%	7 31%	9 40%	16 32%	7 44%	4 45%	2 40%	-	1 33%	38 39%	21 29%	-	-
Neither easy nor difficult	(0)	12 7%	4 10%	-	2 10%	4 8%	1 10%	-	-	-	-	4 4%	8 11%	-	-
Difficult	(-1)	8 5%	-	1 7%	-	1 3%	1 9%	1 18%	1 17%	-	1 26%	4 4%	4 5%	-	-
Very difficult	(-2)	4 3%	2 5%	-	-	1 2%	1 6%	1 8%	-	-	-	3 3%	2 2%	-	-
Not possible		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Easy	146 85%	38 85%	20 87%	19 90%	43 87%	12 76%	6 74%	5 83%	-	3 74%	88 89%	58 79%	-	-	
Net: Difficult	12 7%	2 5%	1 7%	-	2 4%	2 15%	2 26%	1 17%	-	1 26%	7 7%	6 8%	-	-	
Don't know	2 1%	-	1 6%	-	1 1%	-	-	-	-	-	-	2 3%	-	-	
Mean score	1.27	1.31	1.46	1.39	1.36	0.88	0.68	1.08	-	0.88	1.30	1.22	-	-	
Standard deviation	0.97	1.00	0.84	0.68	0.88	1.17	1.36	1.15	-	1.37	0.93	1.01	-	-	
Standard error	0.07	0.16	0.19	0.15	0.12	0.30	0.43	0.44	-	0.61	0.10	0.12	-	-	

## Switching Omnibus Survey: April/May 2009

Q.13 How easy or difficult do you think it is to change to another mobile phone network?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)			
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)	
Unweighted Base	169	38	30	36	33	9	13	1	2	4	60	70	35	2	4	1	2	-	8	2	1	
Weighted Base	172	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	2**	5**	1**	3**	**	10**	2**	1**	
Very easy	(2)	87 50%	17 48%	14 49%	17 46%	25 62%	3 32%	6 43%	-	1 81%	3 48%	28 44%	31 64%	26 100%	2 73%	4 48%	-	1 48%	-	5 52%	2 100%	1 100%
Easy	(1)	59 35%	15 43%	11 37%	12 33%	9 24%	3 31%	6 45%	1 100%	1 31%	-	20 34%	27 38%	13 32%	-	1 27%	1 100%	1 52%	-	5 48%	-	-
Neither easy nor difficult	(0)	12 7%	-	3 10%	3 9%	3 9%	1 16%	1 8%	-	-	5 9%	6 9%	1 2%	-	-	-	-	-	-	-	-	-
Difficult	(-1)	8 5%	3 9%	-	1 4%	2 6%	1 9%	-	-	-	2 3%	3 5%	1 3%	-	-	-	-	-	-	-	-	-
Very difficult	(-2)	4 3%	-	1 3%	1 3%	-	1 12%	1 5%	-	1 19%	2 3%	3 4%	-	-	-	-	-	-	-	-	-	-
Not possible	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net: Easy	146 85%	32 91%	25 87%	29 79%	34 85%	6 63%	12 87%	1 100%	2 100%	3 81%	47 83%	58 82%	39 95%	2 100%	5 100%	1 100%	3 100%	-	10 100%	2 100%	1 100%	
Net: Difficult	12 7%	3 9%	1 3%	3 7%	2 6%	2 21%	1 5%	-	-	1 19%	4 6%	6 9%	1 3%	-	-	-	-	-	-	-	-	
Don't know	2 1%	-	-	2 5%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	
Mean score	1.27	1.30	1.30	1.22	1.41	0.62	1.20	1.00	1.69	1.26	1.25	1.14	1.56	2.00	1.73	1.00	1.48	-	1.52	2.00	2.00	
Standard deviation	0.97	0.88	0.90	1.00	0.89	1.41	0.99	-	0.65	1.79	0.98	1.03	0.68	-	0.49	-	0.63	-	0.53	-	-	
Standard error	0.07	0.14	0.16	0.17	0.16	0.47	0.27	-	0.46	0.90	0.13	0.12	0.12	-	0.25	-	0.45	-	0.19	-	-	



## Switching Omnibus Survey: April/May 2009

**Q.13a How easy or difficult do you think it is to keep your existing mobile phone number when you change to another mobile phone network?**

**Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile**

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	169	84	85	44	36	27	25	23	14	29	46	35	59	75	94	69	21	79	
Weighted Base	172	90*	83*	50*	37*	29**	25**	21**	10**	39**	57*	34*	43*	96*	77*	77*	20**	75*	
Very easy	(2)	32 19%	16 18%	16 20%	8 17%	8 22%	3 10%	5 21%	6 27%	2 20%	7 19%	13 23%	8 23%	4 9%	21 22%	12 15%	17 22%	2 8%	14 18%
Easy	(1)	67 39%	33 37%	34 41%	22 44%	16 43%	9 32%	12 46%	4 19%	4 43%	16 40%	20 35%	16 48%	15 36%	35 37%	32 41%	32 42%	9 45%	25 34%
Neither easy nor difficult	(0)	16 9%	10 11%	6 8%	6 12%	1 4%	5 17%	1 3%	3 14%	- -	1 4%	8 15%	2 5%	5 11%	10 10%	6 8%	6 8%	1 7%	9 12%
Difficult	(-1)	23 13%	14 16%	9 11%	8 15%	5 15%	5 11%	3 8%	2 8%	1 12%	5 15%	8 11%	4 11%	6 15%	13 14%	10 13%	9 11%	2 11%	12 16%
Very difficult	(-2)	8 5%	4 4%	4 5%	1 2%	2 6%	2 8%	1 3%	2 9%	- -	4 11%	1 2%	- -	2 6%	6 6%	2 3%	3 4%	3 14%	2 3%
Not possible		1 1%	1 1%	1 1%	- 1%	- -	1 3%	- -	- -	- -	- -	1 2%	- -	1 2%	- -	1 2%	1 1%	- -	1 1%
Net: Easy		99 58%	49 55%	50 60%	31 61%	24 64%	12 42%	17 67%	10 46%	6 62%	23 59%	33 71%	24 45%	19 45%	56 58%	43 56%	49 64%	11 53%	39 52%
Net: Difficult		31 18%	18 20%	13 16%	9 18%	8 21%	7 23%	3 13%	4 17%	1 8%	9 23%	10 17%	4 11%	9 21%	19 19%	12 16%	11 15%	5 25%	14 19%
Don't know		24 14%	11 13%	13 16%	4 8%	4 11%	4 15%	4 17%	5 23%	3 29%	6 14%	6 10%	4 11%	10 22%	11 12%	13 17%	9 12%	3 15%	12 16%
<b>Mean score</b>		<b>0.63</b>	<b>0.56</b>	<b>0.71</b>	<b>0.64</b>	<b>0.67</b>	<b>0.26</b>	<b>0.87</b>	<b>0.61</b>	<b>1.04</b>	<b>0.51</b>	<b>0.69</b>	<b>0.96</b>	<b>0.37</b>	<b>0.62</b>	<b>0.65</b>	<b>0.78</b>	<b>0.26</b>	<b>0.57</b>
<b>Standard deviation</b>		<b>1.15</b>	<b>1.16</b>	<b>1.14</b>	<b>1.05</b>	<b>1.22</b>	<b>1.20</b>	<b>1.06</b>	<b>1.41</b>	<b>0.94</b>	<b>1.34</b>	<b>1.11</b>	<b>0.92</b>	<b>1.16</b>	<b>1.20</b>	<b>1.09</b>	<b>1.10</b>	<b>1.32</b>	<b>1.15</b>
<b>Standard error</b>		<b>0.10</b>	<b>0.14</b>	<b>0.14</b>	<b>0.17</b>	<b>0.22</b>	<b>0.26</b>	<b>0.23</b>	<b>0.33</b>	<b>0.30</b>	<b>0.27</b>	<b>0.17</b>	<b>0.17</b>	<b>0.17</b>	<b>0.15</b>	<b>0.12</b>	<b>0.14</b>	<b>0.31</b>	<b>0.14</b>

## Switching Omnibus Survey: April/May 2009

Q.13a How easy or difficult do you think it is to keep your existing mobile phone number when you change to another mobile phone network?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	GOVERNMENT REGION												PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)							
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)	
Unweighted Base	169	6	26	14	9	13	12	23	18	22	9	13	4	63	54	52	169	103	99	94	
Weighted Base	172	6**	28**	14**	9**	14**	13**	24**	17**	23**	8**	13**	3**	64*	55*	53*	172	105*	100*	99*	
Very easy	(2)	32	5	4	2	2	4	3	3	3	2	3	2	13	9	9	32	23	18	22	
		19%	-	18%	25%	18%	15%	31%	14%	16%	12%	30%	27%	54%	21%	17%	19%	22%	18%	22%	
Easy	(1)	67	9	5	5	6	3	13	8	10	2	3	-	21	26	20	67	42	44	38	
		39%	75%	31%	34%	50%	43%	20%	55%	45%	42%	29%	21%	-	33%	47%	37%	39%	40%	44%	39%
Neither easy nor difficult	(0)	16	1	4	-	-	1	1	2	4	1	1	-	5	4	7	16	10	10	10	
		9%	14%	13%	-	-	8%	6%	8%	14%	17%	9%	7%	-	9%	7%	13%	9%	10%	10%	11%
Difficult	(-1)	23	-	4	1	2	3	4	1	3	1	2	1	8	6	8	23	11	12	11	
		13%	-	14%	11%	18%	20%	31%	4%	8%	13%	7%	14%	46%	13%	11%	16%	11%	12%	11%	
Very difficult	(-2)	8	-	4	1	-	1	-	-	2	-	1	-	6	1	2	8	6	6	5	
		5%	-	14%	5%	-	5%	-	-	8%	-	8%	-	9%	1%	4%	5%	6%	6%	5%	
Not possible		1	1	-	-	-	1	-	-	-	-	-	-	1	-	1	1	1	1	1	
		1%	11%	-	-	-	6%	-	-	-	-	-	-	1%	-	2%	1%	1%	1%	1%	
Net: Easy		99	5	14	8	6	8	7	16	10	12	5	6	34	36	29	99	65	62	60	
		58%	75%	49%	59%	68%	57%	51%	69%	61%	53%	59%	48%	54%	54%	55%	58%	62%	62%	61%	
Net: Difficult		31	-	8	2	2	3	4	1	5	1	3	1	14	7	10	31	17	18	16	
		18%	-	28%	16%	18%	25%	31%	4%	8%	21%	7%	22%	46%	22%	12%	19%	18%	17%	18%	16%
Don't know		24	-	3	4	1	1	1	5	3	2	2	3	9	10	6	24	11	9	11	
		14%	-	10%	25%	14%	10%	6%	20%	18%	8%	25%	22%	14%	17%	11%	14%	11%	9%	11%	
Mean score		0.63	0.84	0.28	0.84	0.78	0.47	0.57	0.97	0.83	0.39	1.10	0.59	0.61	0.52	0.82	0.56	0.63	0.69	0.61	0.70
Standard deviation		1.15	0.40	1.38	1.29	1.07	1.21	1.34	0.71	0.88	1.17	1.01	1.46	1.84	1.31	0.96	1.13	1.15	1.17	1.15	1.16
Standard error		0.10	0.18	0.29	0.41	0.38	0.35	0.42	0.17	0.23	0.26	0.38	0.46	0.92	0.18	0.14	0.17	0.10	0.12	0.12	0.13

## Switching Omnibus Survey: April/May 2009

**Q.13a How easy or difficult do you think it is to keep your existing mobile phone number when you change to another mobile phone network?**

**Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile**

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgin Mdia (f)	Tesco (g)	Carphone Warehouse (h)	Other (i)	Mntly (j)	Prepay (k)	All in-one (l)	Other (m)	
Unweighted Base	169	40	21	20	51	15	10	7	-	5	91	78	-	-	
Weighted Base	172	45*	22**	22**	50*	16**	8**	6**	**	4**	99*	74*	**	**	
Very easy	(2)	32 19%	12 26%	5 24%	7 31%	6 12%	1 5%	* 6%	- -	- -	1 25%	19 19%	13 18%	- -	- -
Easy	(1)	67 39%	17 38%	10 43%	4 20%	20 41%	8 51%	3 37%	3 46%	- -	2 48%	45 46%	21 29%	- -	- -
Neither easy nor difficult	(0)	16 9%	3 8%	-	5 24%	3 7%	1 10%	2 27%	1 12%	-	-	6 6%	11 14%	-	-
Difficult	(-1)	23 13%	3 6%	3 13%	2 12%	9 18%	4 28%	-	-	-	1 26%	12 12%	11 15%	-	-
Very difficult	(-2)	8 5%	2 5%	-	-	2 4%	1 6%	2 20%	1 17%	-	-	5 5%	3 4%	-	-
Not possible		1 1%	-	-	1 4%	1 1%	-	-	-	-	-	1 1%	1 1%	-	-
Net: Easy		99 58%	28 64%	15 67%	11 51%	27 53%	9 56%	3 43%	3 46%	-	3 74%	64 65%	35 47%	-	-
Net: Difficult		31 18%	5 12%	3 13%	2 12%	11 23%	5 34%	2 20%	1 17%	-	1 26%	17 18%	14 19%	-	-
Don't know		24 14%	8 17%	4 20%	2 10%	8 16%	-	1 10%	1 25%	-	-	10 10%	14 19%	-	-
<b>Mean score</b>	<b>0.63</b>	<b>0.88</b>	<b>0.96</b>	<b>0.82</b>	<b>0.46</b>	<b>0.22</b>	<b>0.09</b>	<b>0.16</b>	-	<b>0.73</b>	<b>0.69</b>	<b>0.53</b>	-	-	
<b>Standard deviation</b>	<b>1.15</b>	<b>1.14</b>	<b>1.01</b>	<b>1.10</b>	<b>1.16</b>	<b>1.12</b>	<b>1.35</b>	<b>1.39</b>	-	<b>1.27</b>	<b>1.14</b>	<b>1.17</b>	-	-	
<b>Standard error</b>	<b>0.10</b>	<b>0.20</b>	<b>0.25</b>	<b>0.27</b>	<b>0.18</b>	<b>0.29</b>	<b>0.45</b>	<b>0.62</b>	-	<b>0.57</b>	<b>0.13</b>	<b>0.15</b>	-	-	

## Switching Omnibus Survey: April/May 2009

Q.13a How easy or difficult do you think it is to keep your existing mobile phone number when you change to another mobile phone network?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	169	38	30	36	33	9	13	1	2	4	60	70	35	2	4	1	2	-	8	2	1
Weighted Base	172	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	2**	5**	1**	3**	-**	10**	2**	1**
Very easy	(2)	32 19%	5 15%	4 16%	8 22%	9 23%	1 11%	2 16%	-	1 69%	12 21%	9 12%	11 28%	2 100%	1 18%	-	1 48%	-	2 22%	1 38%	-
Easy	(1)	67 39%	9 27%	11 38%	15 41%	19 47%	6 63%	4 29%	1 100%	1 31%	15 26%	35 49%	17 42%	-	2 29%	-	1 52%	-	5 49%	-	-
Neither easy nor difficult	(0)	16 9%	5 13%	2 8%	4 12%	3 9%	1 16%	-	-	-	8 14%	4 5%	3 8%	-	1 27%	-	-	-	1 15%	-	-
Difficult	(-1)	23 13%	8 23%	3 12%	2 6%	4 11%	1 9%	4 32%	-	-	8 13%	13 19%	2 5%	-	-	-	-	-	-	-	1 100%
Very difficult	(-2)	8 5%	2 7%	2 8%	1 3%	1 3%	-	1 5%	-	1 19%	4 7%	3 4%	1 4%	-	-	-	-	-	-	-	-
Not possible		1 1%	1 2%	-	1 2%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Net: Easy		99 58%	15 42%	15 54%	23 63%	28 70%	7 75%	6 44%	1 100%	2 100%	27 47%	43 61%	28 69%	2 100%	3 46%	-	3 100%	-	7 71%	1 38%	-
Net: Difficult		31 18%	10 30%	5 19%	3 9%	5 14%	1 9%	5 37%	-	1 19%	11 20%	16 23%	4 9%	-	-	-	-	-	-	-	1 100%
Don't know		24 14%	5 13%	5 18%	5 14%	3 8%	-	3 19%	-	2 55%	11 19%	6 9%	6 14%	-	1 26%	1 100%	-	-	1 14%	1 62%	-
Mean score		0.63	0.24	0.52	0.86	0.83	0.77	0.22	1.00	1.69	0.33	0.50	0.98	2.00	0.87	-	1.48	-	1.09	2.00	-1.00
Standard deviation		1.15	1.28	1.24	1.01	1.03	0.82	1.37	-	0.65	-	1.28	1.10	1.03	-	0.89	-	0.63	-	0.69	-
Standard error		0.10	0.23	0.25	0.19	0.19	0.27	0.43	-	0.46	-	0.18	0.14	0.19	-	0.52	-	0.45	-	0.26	-

## Switching Omnibus Survey: April/May 2009

Q.14 How likely are you to consider switching your mobile phone network again in the future?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	169	84	85	44	36	27	25	23	14	29	46	35	59	75	94	69	21	79	
Weighted Base	172	90*	83*	50*	37*	29**	25**	21**	10**	39**	57*	34*	43*	96*	77*	77*	20**	75*	
Very likely	(2)	22 13%	9 10%	13 16%	9 18%	2 6%	3 11%	3 15%	2 16%	5 13%	9 15%	7 20%	2 4%	14 14%	8 11%	5 7%	4 21%	13 17%	
Likely	(1)	32 18%	15 17%	16 19%	10 21%	7 20%	5 19%	6 24%	2 11%	- -	10 25%	8 15%	6 19%	7 17%	18 19%	14 18%	21 27%	9 8%	
Neither likely nor unlikely	(0)	25 14%	18 20%	7 8%	11 22%	5 12%	5 18%	1 2%	2 8%	1 5%	10 13%	2 6%	8 18%	15 16%	10 13%	11 14%	5 24%	9 12%	
Unlikely	(-1)	52 30%	29 32%	23 28%	13 26%	14 37%	12 40%	4 17%	7 34%	3 28%	13 32%	6 33%	15 34%	31 33%	21 28%	25 32%	3 16%	24 32%	
Very unlikely	(-2)	34 20%	12 14%	22 26%	4 8%	8 22%	4 12%	9 37%	3 36%	7 17%	9 16%	10 30%	9 21%	16 16%	19 25%	12 15%	6 32%	16 22%	
Net: Likely		54 31%	24 27%	29 35%	19 39%	10 26%	9 30%	9 35%	2 26%	14 16%	17 37%	13 39%	9 21%	31 33%	22 29%	26 34%	6 29%	21 29%	
Net: Unlikely		87 50%	42 46%	45 55%	17 33%	22 59%	15 52%	13 54%	6 63%	19 64%	27 48%	16 49%	24 55%	47 49%	40 52%	37 47%	10 47%	41 54%	
Don't know		7 4%	6 6%	2 2%	3 6%	1 2%	- -	2 9%	1 3%	- 5%	3 5%	2 6%	3 6%	3 3%	5 6%	4 5%	- -	3 5%	
Mean score		-0.28	-0.25	-0.31	0.17	-0.50	-0.23	-0.49	-0.52	-0.73	-0.17	-0.19	-0.21	-0.54	-0.18	-0.40	-0.23	-0.29	-0.32
Standard deviation		1.35	1.23	1.47	1.26	1.24	1.24	1.55	1.45	1.48	1.34	1.60	1.15	1.33	1.37	1.23	1.54	1.42	
Standard error		0.11	0.14	0.16	0.20	0.21	0.24	0.32	0.31	0.41	0.25	0.28	0.16	0.16	0.15	0.15	0.34	0.16	

## Switching Omnibus Survey: April/May 2009

Q.14 How likely are you to consider switching your mobile phone network again in the future?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)					
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)	
Unweighted Base	169	6	26	14	9	13	12	23	18	22	9	13	4	63	54	52	169	103	99	94	
Weighted Base	172	6**	28**	14**	9**	14**	13**	24**	17**	23**	8**	13**	3**	64*	55*	53*	172	105*	100*	99*	
Very likely	(2)	22 13%	1 16%	7 24%	2 11%	3 29%	2 18%	2 12%	1 4%	- -	1 6%	2 22%	1 8%	1 28%	11 17%	8 14%	3 6%	22 13%	12 11%	12 12%	10 10%
Likely	(1)	32 18%	3 55%	7 24%	3 19%	1 6%	1 6%	2 14%	4 17%	2 13%	7 30%	2 28%	- -	- -	13 20%	8 14%	11 21%	32 18%	20 19%	17 17%	21 22%
Neither likely nor unlikely	(0)	25 14%	- -	5 19%	1 11%	- -	3 19%	4 33%	- -	4 26%	3 13%	1 9%	2 16%	1 26%	10 15%	3 6%	12 22%	25 14%	14 13%	15 15%	12 13%
Unlikely	(-1)	52 30%	- -	5 18%	6 42%	3 32%	5 39%	2 12%	8 34%	4 22%	11 47%	2 21%	6 49%	1 23%	18 28%	18 33%	16 30%	52 30%	32 30%	33 33%	30 30%
Very unlikely	(-2)	34 20%	1 18%	4 15%	2 14%	2 18%	3 18%	4 30%	8 34%	5 26%	1 3%	2 19%	3 27%	1 23%	11 18%	14 25%	9 17%	34 20%	23 22%	20 20%	19 20%
Net: Likely		54 31%	4 71%	13 48%	4 30%	3 35%	3 24%	3 26%	5 21%	2 13%	8 36%	4 51%	1 8%	1 28%	24 37%	16 29%	14 26%	54 31%	32 31%	30 30%	32 32%
Net: Unlikely		87 50%	1 18%	9 33%	8 56%	5 50%	8 57%	5 42%	16 69%	8 48%	12 50%	3 40%	10 76%	1 46%	29 46%	32 58%	25 47%	87 50%	54 52%	53 53%	50 50%
Don't know		7 4%	1 11%	- -	1 4%	1 14%	- -	- -	2 10%	2 13%	- -	- -	- -	- -	1 2%	4 7%	2 4%	7 4%	4 4%	2 2%	5 5%
Mean score		-0.28	0.58	0.23	-0.29	-0.04	-0.34	-0.34	-0.87	-0.71	-0.10	0.14	-0.87	-0.13	-0.09	-0.44	-0.34	-0.28	-0.33	-0.32	-0.29
Standard deviation		1.35	1.48	1.41	1.31	1.74	1.38	1.40	1.26	1.09	1.09	1.56	1.11	1.85	1.40	1.43	1.18	1.35	1.34	1.32	1.32
Standard error		0.11	0.66	0.28	0.36	0.62	0.38	0.40	0.28	0.27	0.23	0.52	0.31	0.93	0.18	0.20	0.17	0.11	0.14	0.14	0.14

## Switching Omnibus Survey: April/May 2009

Q.14 How likely are you to consider switching your mobile phone network again in the future?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)	
Unweighted Base	169	40	21	20	51	15	10	7	-	5	91	78	-	-	
Weighted Base	172	45*	22**	22**	50*	16**	8**	6**	-**	4**	99*	74*	-**	-**	
Very likely	(2)	22 13%	7 16%	6 25%	1 4%	2 5%	5 32%	-	-	-	1 25%	16 17%	6 8%	-	-
Likely	(1)	32 18%	15 33%	4 19%	4 18%	6 13%	1 7%	-	1 17%	-	-	22 22%	10 13%	-	-
Neither likely nor unlikely	(0)	25 14%	8 18%	4 18%	3 16%	4 7%	2 10%	4 50%	-	-	-	15 15%	10 13%	-	-
Unlikely	(-1)	52 30%	9 20%	3 13%	7 31%	24 47%	3 18%	3 36%	3 52%	-	1 33%	23 23%	30 40%	-	-
Very unlikely	(-2)	34 20%	6 14%	4 19%	6 27%	10 21%	4 24%	1 14%	2 31%	-	1 26%	19 19%	16 21%	-	-
Net: Likely		54 31%	22 49% <sup>d</sup>	10 44%	5 22%	9 18%	6 38%	-	1 17%	-	1 25%	38 39%	15 21%	-	-
Net: Unlikely		87 50%	15 33%	7 32%	13 58%	34 68% <sup>a</sup>	7 42%	4 50%	5 83%	-	3 59%	42 42%	45 61%	-	-
Don't know		7 4%	-	1 5%	1 4%	3 7%	1 10%	-	-	-	1 15%	4 4%	3 5%	-	-
Mean score		-0.28	0.17 <sup>d</sup>	0.19	-0.61	-0.71	0.04	-0.64	-0.96	-	-0.42	-0.06	-0.56	-	-
Standard deviation		1.35	1.31	1.51	1.23	1.13	1.72	0.76	1.09	-	1.92	1.41	1.21	-	-
Standard error		0.11	0.21	0.34	0.28	0.16	0.46	0.24	0.41	-	0.96	0.15	0.14	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l/m

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

## Switching Omnibus Survey: April/May 2009

Q.14 How likely are you to consider switching your mobile phone network again in the future?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	169	38	30	36	33	9	13	1	2	4	60	70	35	2	4	1	2	-	8	2	1
Weighted Base	172	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	2**	5**	1**	3**	-**	10**	2**	1**
Very likely	(2)	22 13%	7 20%	4 13%	3 8%	5 13%	- 8%	1 100%	-	-	6 10%	7 10%	9 23%	-	-	-	-	-	-	1 62%	-
Likely	(1)	32 18%	3 10%	5 18%	9 26%	9 23%	1 9%	1 8%	-	2 55%	7 13%	9 13%	14 35%	-	1 27%	-	-	-	1 15%	-	-
Neither likely nor unlikely	(0)	25 14%	5 13%	6 21%	6 15%	4 10%	- 14%	2 -	2 100%	-	4 8%	14 20%	5 12%	1 49%	-	-	-	-	-	1 38%	-
Unlikely	(-1)	52 30%	10 29%	9 31%	14 38%	10 24%	2 24%	7 54%	-	1 19%	23 40%	23 32%	7 17%	-	4 73%	1 100%	3 100%	-	7 73%	-	1 100%
Very unlikely	(-2)	34 20%	9 26%	4 12%	4 10%	11 27%	3 33%	2 16%	-	1 26%	15 26%	14 19%	6 14%	1 51%	-	-	-	-	1 12%	-	-
Net: Likely		54 31%	10 30%	9 31%	12 34%	15 37%	1 9%	2 16%	-	2 100%	13 23%	16 23%	23 57% <sup>jk</sup>	-	1 27%	-	-	-	1 15%	1 62%	-
Net: Unlikely		87 50%	19 55%	12 43%	18 48%	20 51%	5 56%	9 70%	-	2 45%	37 65% <sup>l</sup>	36 51%	13 31%	1 51%	4 73%	1 100%	3 100%	-	9 85%	-	1 100%
Don't know		7 4%	1 2%	1 5%	1 3%	1 2%	3 34%	-	-	-	2 4%	5 6%	-	-	-	-	-	-	-	-	-
Mean score	-0.28	-0.32	-0.12	-0.17	-0.29	-1.21	-0.63	2.00	0.00	-0.15	-0.60	-0.40	0.35	-1.01	-0.45	-1.00	-1.00	-	-0.83	1.24	-1.00
Standard deviation	1.35	1.50	1.27	1.19	1.45	1.11	1.14	-	0.00	1.53	1.31	1.25	1.38	-	0.99	-	0.00	-	0.87	-	-
Standard error	0.11	0.25	0.24	0.20	0.26	0.45	0.32	-	0.00	0.76	0.17	0.16	0.23	-	0.49	-	0.00	-	0.31	-	-



## Switching Omnibus Survey: April/May 2009

Q.15 You mentioned that you are likely to consider switching your mobile phone network in the future, how likely are you to keep your existing number if you switched network?

Base: All adults responsible for deciding supplier or network, changed either in the last 6 months and likely to switch again - Mobile

		SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Total	Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base		48	21	27	16	9	9	7	5	2	11	14	13	10	25	23	23	6	19
Weighted Base		54*	24**	29**	19**	10**	9**	9**	6**	2**	14**	17**	13**	9**	31**	22**	26**	6**	21**
Very likely	(2)	18 35%	5 19%	14 48%	5 25%	1 13%	5 52%	5 58%	2 35%	1 54%	3 21%	6 37%	8 59%	1 15%	9 30%	9 41%	8 30%	5 79%	6 27%
Likely	(1)	15 28%	10 43%	5 16%	7 34%	4 38%	1 11%	3 30%	1 22%	-	6 41%	1 9%	4 30%	4 40%	7 24%	7 34%	8 31%	1 21%	5 26%
Neither likely nor unlikely	(0)	6 11%	2 10%	3 11%	1 8%	2 24%	1 11%	-	1 17%	-	1 9%	3 17%	1 11%	-	4 14%	1 7%	3 12%	-	2 12%
Unlikely	(-1)	8 15%	4 16%	4 13%	4 22%	-	2 26%	-	1 25%	-	2 11%	4 22%	-	2 27%	5 17%	2 11%	3 13%	-	5 21%
Very unlikely	(-2)	7 12%	3 12%	4 12%	2 12%	2 25%	-	1 12%	-	1 46%	3 18%	2 14%	-	2 18%	5 16%	2 7%	3 13%	-	3 14%
Net: Likely		33 62%	15 61%	19 63%	11 58%	5 51%	5 63%	8 88%	3 58%	1 54%	9 62%	8 46%	12 89%	5 55%	17 54%	17 75%	16 62%	6 100%	11 53%
Net: Unlikely		14 27%	7 28%	7 25%	7 34%	2 25%	2 26%	1 12%	1 25%	1 46%	4 29%	6 36%	-	4 45%	10 33%	4 18%	7 26%	-	8 36%
Mean score		0.58	0.40	0.73	0.37	0.15	0.88	1.21	0.68	0.16	0.37	0.33	1.48	0.08	0.35	0.91	0.53	1.79	0.30
Standard deviation		1.41	1.32	1.49	1.41	1.45	1.37	1.36	1.32	-	1.44	1.55	0.72	1.50	1.48	1.28	1.41	0.44	1.46
Standard error		0.20	0.29	0.29	0.35	0.48	0.46	0.51	0.59	-	0.43	0.41	0.20	0.47	0.30	0.27	0.29	0.18	0.34

## Switching Omnibus Survey: April/May 2009

Q.15 You mentioned that you are likely to consider switching your mobile phone network in the future, how likely are you to keep your existing number if you switched network?

Base: All adults responsible for deciding supplier or network, changed either in the last 6 months and likely to switch again - Mobile

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)					
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)	
Unweighted Base	48	4	11	4	3	3	3	5	2	8	3	1	1	21	14	13	48	30	28	30	
Weighted Base	54*	4**	13**	4**	3**	3**	3**	5**	2**	8**	4**	1**	1**	24**	16**	14**	54*	32**	30**	32**	
Very likely	(2)	18	2	2	-	3	2	1	1	1	3	2	-	1	5	9	5	18	13	10	11
		35%	42%	16%	-	100%	73%	25%	22%	39%	39%	44%	-	100%	20%	55%	36%	35%	39%	34%	35%
Likely	(1)	15	2	6	-	-	-	1	1	-	5	1	-	-	7	2	6	15	7	9	8
		28%	35%	44%	-	-	-	30%	14%	-	54%	31%	-	-	31%	13%	39%	28%	20%	31%	27%
Neither likely nor unlikely	(0)	6	-	-	2	-	-	-	2	-	1	-	-	3	2	1	6	3	3	3	
		11%	-	-	45%	-	-	-	45%	-	7%	-	-	12%	14%	4%	11%	9%	10%	8%	
Unlikely	(-1)	8	1	2	2	-	-	2	-	1	-	-	-	5	-	3	8	4	3	4	
		15%	22%	17%	38%	-	-	46%	-	61%	-	-	-	21%	-	21%	15%	11%	11%	12%	
Very unlikely	(-2)	7	-	3	1	-	1	-	1	-	1	-	-	4	3	-	7	7	4	6	
		12%	-	22%	17%	-	27%	-	18%	-	25%	-	-	15%	18%	-	12%	20%	14%	18%	
Net: Likely		33	3	8	-	3	2	2	2	1	8	3	-	1	12	11	11	33	19	19	20
		62%	78%	60%	-	100%	73%	54%	36%	39%	93%	75%	-	100%	52%	68%	75%	62%	59%	65%	62%
Net: Unlikely		14	1	5	2	-	1	2	1	1	-	1	-	9	3	3	14	10	7	9	
		27%	22%	40%	55%	-	27%	46%	18%	61%	-	25%	-	36%	18%	21%	27%	32%	25%	30%	
Mean score		0.58	0.97	0.14	-0.71	2.00	0.93	0.33	0.22	0.16	1.32	0.69	0.00	2.00	0.20	0.86	0.90	0.58	0.46	0.59	0.49
Standard deviation		1.41	1.30	1.52	0.84	0.00	2.12	1.52	1.47	1.96	0.64	1.85	-	-	1.41	1.57	1.15	1.41	1.60	1.43	1.54
Standard error		0.20	0.65	0.46	0.42	0.00	1.22	0.88	0.66	1.39	0.23	1.07	-	-	0.31	0.42	0.32	0.20	0.29	0.27	0.28

## Switching Omnibus Survey: April/May 2009

Q.15 You mentioned that you are likely to consider switching your mobile phone network in the future, how likely are you to keep your existing number if you switched network?

Base: All adults responsible for deciding supplier or network, changed either in the last 6 months and likely to switch again - Mobile

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgin Mdia (f)	Tesco (g)	Carphone Warehouse (h)	Other (i)	Mntly (j)	Prepay (k)	All in-one (l)	Other (m)
Unweighted Base	48	20	8	4	9	5	-	1	-	1	34	14	-	-
Weighted Base	54*	22**	10**	5**	9**	6**	-**	1**	-**	1**	38*	15**	-**	-**
Very likely	(2)	18 35%	9 39%	4 41%	- -	2 20%	3 51%	- -	- -	1 100%	15 40%	3 20%	- -	- -
Likely	(1)	15 28%	6 29%	2 20%	3 59%	2 21%	2 32%	- -	- -	- -	11 28%	4 29%	- -	- -
Neither likely nor unlikely	(0)	6 11%	- -	1 10%	1 19%	3 33%	- -	1 100%	- -	- -	3 8%	3 19%	- -	- -
Unlikely	(-1)	8 15%	4 18%	3 29%	- -	- -	1 17%	- -	- -	- -	3 8%	5 32%	- -	- -
Very unlikely	(-2)	7 12%	3 14%	- -	1 22%	2 27%	- -	- -	- -	- -	7 17%	- -	- -	- -
Net: Likely		33 62%	15 68%	6 61%	3 59%	4 40%	5 83%	- -	- -	1 100%	26 68%	8 49%	- -	- -
Net: Unlikely		14 27%	7 32%	3 29%	1 22%	2 27%	1 17%	- -	- -	- -	9 25%	5 32%	- -	- -
Mean score	0.58	0.62	0.73	0.14	0.06	1.16	-	0.00	-	2.00	0.66	0.37	-	-
Standard deviation	1.41	1.52	1.33	1.36	1.53	1.18	-	-	-	-	1.50	1.17	-	-
Standard error	0.20	0.34	0.47	0.68	0.51	0.53	-	-	-	-	0.26	0.31	-	-

## Switching Omnibus Survey: April/May 2009

Q.15 You mentioned that you are likely to consider switching your mobile phone network in the future, how likely are you to keep your existing number if you switched network?

Base: All adults responsible for deciding supplier or network, changed either in the last 6 months and likely to switch again - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	48	9	9	11	12	1	2	1	-	2	12	15	20	-	1	-	-	-	1	1	-
Weighted Base	54*	10**	9**	12**	15**	1**	2**	1**	-**	2**	13**	16**	23**	-**	1**	-**	-**	-**	1**	1**	-**
Very likely	(2)	18 35%	4 37%	2 20%	6 46%	4 25%	-	1 52%	1 100%	-	1 52%	7 42%	7 29%	-	-	-	-	-	-	-	-
Likely	(1)	15 28%	3 30%	3 34%	2 16%	5 33%	1 100%	1 48%	-	-	2 14%	9 54%	4 19%	-	-	-	-	-	-	1 100%	-
Neither likely nor unlikely	(0)	6 11%	2 19%	2 21%	1 8%	1 6%	-	-	-	-	1 8%	-	5 20%	-	-	-	-	-	-	-	-
Unlikely	(-1)	8 15%	-	1 14%	1 11%	5 35%	-	-	-	-	5 39%	-	3 11%	-	-	-	-	-	-	-	-
Very unlikely	(-2)	7 12%	1 14%	1 10%	2 19%	-	-	-	-	1 48%	-	1 4%	5 20%	-	1 100%	-	-	-	1 100%	-	-
Net: Likely		33 62%	7 67%	5 54%	8 62%	9 58%	1 100%	2 100%	1 100%	-	7 53%	15 96%	11 48%	-	-	-	-	-	-	1 100%	-
Net: Unlikely		14 27%	1 14%	2 25%	4 30%	5 35%	-	-	-	1 48%	5 39%	1 4%	7 32%	-	1 100%	-	-	-	1 100%	-	-
Mean score		0.58	0.75	0.40	0.58	0.48	1.00	1.52	2.00	0.09	0.53	1.29	0.24	-	-2.00	-	-	-	-2.00	1.00	-
Standard deviation		1.41	1.40	1.32	1.66	1.25	-	0.69	-	-	2.69	1.40	0.88	1.52	-	-	-	-	-	-	-
Standard error		0.20	0.47	0.44	0.50	0.36	-	0.49	-	-	1.90	0.40	0.23	0.34	-	-	-	-	-	-	-

## Switching Omnibus Survey: April/May 2009

## Q.16 How much do you currently spend per month on your mobile?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	169	84	85	44	36	27	25	23	14	29	46	35	59	75	94	69	21	79	
Weighted Base	172	90*	83*	50*	37*	29**	25**	21**	10**	39**	57*	34*	43*	96*	77*	77*	20**	75*	
£0-£14.99 per month	57	25	32	8	9	11	8	14	7	8	23	10	16	31	26	17	7	33	
	33%	28%	39%	16%	24%	37%	32%	66%	77%	22%	40%	30%	37%	33%	34%	22%	36%	44%	
£15-£30 per month	71	40	31	23	17	13	13	4	1	13	21	14	23	34	37	32	11	28	
	41%	45%	37%	45%	47%	43%	51%	20%	13%	34%	37%	42%	52%	36%	48%	42%	52%	37%	
£30+ per month	41	23	18	19	11	4	3	3	-	15	13	9	4	28	13	27	1	13	
	24%	25%	22%	39%	29%	15%	13%	15%	-	38%	23%	28%	8%	29%	17%	35%	5%	17%	
Don't know	4	2	2	-	-	1	1	-	1	3	-	-	1	3	1	1	1	1	
	2%	2%	2%	-	-	5%	4%	-	10%	7%	-	-	2%	3%	1%	1%	7%	1%	

## Switching Omnibus Survey: April/May 2009

## Q.16 How much do you currently spend per month on your mobile?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	169	6	26	14	9	13	12	23	18	22	9	13	4	63	54	52	169	103	99	94
Weighted Base	172	6**	28**	14**	9**	14**	13**	24**	17**	23**	8**	13**	3**	64*	55*	53*	172	105*	100*	99*
£0-£14.99 per month	57	3	8	5	2	6	4	8	5	7	4	4	1	21	19	17	57	42	35	38
	33%	48%	30%	35%	22%	44%	34%	31%	29%	32%	42%	33%	28%	34%	35%	32%	33%	40%	35%	38%
£15-£30 per month	71	1	8	6	4	6	7	11	8	12	2	3	2	20	23	27	71	36	41	36
	41%	11%	30%	43%	48%	40%	54%	47%	47%	53%	22%	24%	72%	32%	42%	51%	41%	35%	41%	36%
£30+ per month	41	3	10	3	3	2	2	5	4	3	2	5	-	20	12	9	41	23	21	22
	24%	41%	35%	18%	30%	16%	12%	21%	21%	15%	22%	42%	-	32%	21%	16%	24%	22%	21%	23%
Don't know	4	-	1	1	-	-	-	-	*	-	1	-	-	2	1	*	4	4	3	3
	2%	-	5%	4%	-	-	-	-	3%	-	13%	-	-	3%	2%	1%	2%	3%	3%	3%

## Switching Omnibus Survey: April/May 2009

## Q.16 How much do you currently spend per month on your mobile?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	169	40	21	20	51	15	10	7	-	5	91	78	-	-
Weighted Base	172	45*	22**	22**	50*	16**	8**	6**	-**	4**	99*	74*	-**	-**
£0-£14.99 per month	57 33%	17 39%	6 26%	8 37%	11 21%	4 29%	5 57%	4 71%	-	2 58%	15 15%	42 57%j	-	-
£15-£30 per month	71 41%	15 34%	11 47%	9 43%	23 46%	9 56%	2 19%	2 29%	-	1 15%	46 47%	25 33%	-	-
£30+ per month	41 24%	12 27%	6 27%	3 15%	16 32%	2 15%	-	-	-	1 26%	35%k	6 8%	-	-
Don't know	4 2%	-	-	1 5%	1 1%	-	2 24%	-	-	-	3 3%	1 1%	-	-

## Q.16 How much do you currently spend per month on your mobile?

Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	169	38	30	36	33	9	13	1	2	4	60	70	35	2	4	1	2	-	8	2	1
Weighted Base	172	35*	28**	37*	40*	9**	13**	1**	2**	4**	57*	71*	41*	2**	5**	1**	3**	**	10**	2**	1**
£0-£14.99 per month	57	10	8	8	14	4	9	-	1	2	57	-	-	-	1	1	1	-	3	-	-
	33%	28%	27%	22%	35%	45%	69%	-	31%	55%	100%kl	-	-	-	26%	100%	48%	-	35%	-	-
£15-£30 per month	71	17	13	17	14	4	4	-	1	1	-	71	-	1	3	-	1	-	5	2	-
	41%	47%	44%	46%	35%	39%	31%	-	69%	19%	-	100%jl	-	49%	46%	-	52%	-	51%	100%	-
£30+ per month	41	8	8	10	12	1	-	1	-	-	-	-	41	1	1	-	-	-	1	-	1
	24%	23%	29%	26%	30%	16%	-	100%	-	-	-	-	100%jk	51%	27%	-	-	-	15%	-	100%
Don't know	4	*	-	2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	2%	1%	-	5%	-	-	-	-	-	26%	-	-	-	-	-	-	-	-	-	-	-



## Switching Omnibus Survey: April/May 2009

Q. 17 Have you changed the company that provides your home landline in the last six months?

Base: All adults responsible for deciding provider - Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	3032	1444	1588	108	362	558	484	549	971	616	756	581	1079	1372	1660	1058	342	1632	
Weighted Base	2822	1397	1425	129*	393	607	486	526	681	660	838	553	770	1499	1324	1179	338	1304	
Yes - in the last 3 months	79 3%	36 3%	43 3%	6 5%	11 3%	17 3%	17 4%	15 3%	12 2%	24 4%	23 3%	13 2%	18 2%	47 3%	32 2%	37 3%	11 3%	31 2%	
Yes - 3-6 months ago	126 4%	64 5%	62 4%	7 5%	21 5%	34 6%	18 4%	20 4%	26 4%	26 4%	46 5%	27 5%	28 4%	72 5%	54 4%	60 5%	14 4%	52 4%	
No - not changed in last six months	2616 93%	1295 93%	1321 93%	116 90%	359 91%	557 92%	450 93%	491 93%	643 94%	611 92%	768 92%	514 93%	724 94%	1379 92%	1238 94%	1082 92%	313 93%	1221 94%	
Net: Yes	205 7%	100 7%	105 7%	13 10%	33 8%	50 8%	35 7%	35 7%	38 6%	50 8%	69 8%	40 7%	46 6%	119 8%	86 6%	96 8%	25 7%	83 6%	
Don't know	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	

## Switching Omnibus Survey: April/May 2009

Q.17 Have you changed the company that provides your home landline in the last six months?

Base: All adults responsible for deciding provider - Landline

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	3032	120	333	254	232	244	296	283	361	409	152	271	77	1055	911	1066	2510	3032	2365	1934
Weighted Base	2822	117	303	223	215	230	269	266	359	393	132	246	69*	958	843	1021	2404	2822	2237	1960
Yes - in the last 3 months	79 3%	1 1%	9 3%	9 4%	4 2%	12 5%	5 2%	12 4%	7 2%	8 2%	4 3%	5 2%	1 2%	26 3%	32 4%	20 2%	69 3%	79 3%	63 3%	66 3%
Yes - 3-6 months ago	126 4%	1 1%	19 6%	7 3%	12 6%	14 6%	6 2%	18 7% <sup>f</sup>	17 5%	15 4%	7 6%	8 3%	2 3%	37 4%	52 6%	38 4%	114 5%	126 4%	110 5%	101 5%
No - not changed in last six months	2616 93%	115 98% <sup>be</sup>	275 91%	207 93%	199 93%	204 88%	259 96% <sup>eg</sup>	235 88%	335 93%	369 94%	120 91%	233 95%	65 94%	895 93% <sup>gn</sup>	758 90%	964 94% <sup>gn</sup>	2220 92%	2616 93%	2063 92%	1793 91%
Net: Yes	205 7%	2 2%	28 9% <sup>a</sup>	16 7%	16 7%	27 12% <sup>af</sup>	11 4%	30 11% <sup>af</sup>	23 7%	23 6%	12 9%	13 5%	4 6%	63 7%	84 10% <sup>o</sup>	58 6%	183 8%	205 7%	173 8%	167 9%
Don't know	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 *	-	1 *	1 *	1 *	-

## Switching Omnibus Survey: April/May 2009

Q.17 Have you changed the company that provides your home landline in the last six months?

Base: All adults responsible for deciding provider - Landline

	Total	MOBILE PROVIDER (Q1)								MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	3032	573	325	516	573	122	158	85	15	32	965	1499	18	6
Weighted Base	2822	549	314	500	557	135	147	74*	15**	29**	1038	1323	17**	7**
Yes - in the last 3 months	79 3%	17 3%	2 1%	20 4%b	15 3%	7 5%b	3 2%	1 2%	1 7%	1 3%	35 3%	32 2%	-	-
Yes - 3-6 months ago	126 4%	24 4%	7 2%	21 4%	33 6%	11 8%b	8 5%	6 8%	-	1 3%	46 4%	67 5%	-	-
No - not changed in last six months	2616 93%	508 93%	305 97%acd eg	459 92%	509 91%	117 87%	136 93%	67 91%	14 93%	27 94%	956 92%	1223 92%	17 100%	7 100%
Net: Yes	205 7%	41 7%b	9 3%	42 8%b	48 9%b	18 13%b	11 7%	7 9%b	1 7%	2 6%	82 8%	100 8%	-	-
Don't know	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.17 Have you changed the company that provides your home landline in the last six months?

Base: All adults responsible for deciding provider - Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	3032	24	19	21	16	7	8	1	2	2	43	36	20	61	65	37	19	5	77	43	7
Weighted Base	2822	24**	19**	21**	19**	6**	7**	1**	2**	2**	42*	36*	23**	60*	64*	35*	18**	4**	83*	43*	6**
Yes - in the last 3 months	79 3%	-	1 5%	1 7%	-	-	1 9%	-	-	1 50%	1 2%	1 3%	1 6%	21 35%	30 48%	13 36%	4 20%	1 33%	27 32%	6 14%	2 26%
Yes - 3-6 months ago	126 4%	-	2 12%	3 16%	1 7%	-	-	-	-	-	3 7%	4 10%	1 3%	39 65%	33 52%	23 64%	14 80%	3 67%	28 34%	10 24%	1 23%
No - not changed in last six months	2616 93%	24 100%	16 83%	16 77%	18 93%	6 100%	7 91%	1 100%	2 100%	1 50%	38 92%	32 87%	21 90%	-	-	-	-	-	28 34%	26 62%r	3 51%
Net: Yes	205 7%	-	3 17%	5 23%	1 7%	-	1 9%	-	-	1 50%	3 8%	5 13%	2 10%	60 100%	64 100%	35 100%	18 100%	4 100%	55 66% <sub>s</sub>	16 38%	3 49%
Don't know	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Switching Omnibus Survey: April/May 2009

Q. 18 Have you considered changing the company that provides your home landline in the last six months?

Base: All adults responsible for deciding provider and not changed in the last 6 months- Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	2818	1345	1473	98	331	511	447	514	917	572	694	539	1013	1266	1552	973	314	1531	
Weighted Base	2618	1297	1321	116*	361	557	450	491	643	611	770	514	724	1380	1238	1083	313	1221	
Yes - in the last 3 months	96 4%	42 3%	54 4%	2 1%	8 2%	25 4%	27 6%h	17 3%	17 3%	39 6%j	23 3%	16 3%	17 2%	63 5%	33 3%	42 4%	16 5%	38 3%	
Yes - 3-6 months ago	56 2%	21 2%	35 3%	-	7 2%	17 3%	8 2%	14 3%	10 2%	19 3%	15 2%	13 3%	9 1%	34 2%	23 2%	25 2%	13 4%q	19 2%	
No - never considered changing home landline provider	2457 94%	1228 95%	1229 93%	115 99%	343 95%	515 93%	415 92%	457 93%	613 95%	552 90%	729 95%i	482 94%	695 96%i	1280 93%	1177 95%	1014 94%	284 91%	1159 95%p	
Net: Yes	152 6%	63 5%	89 7%	2 1%	15 4%	42 7%	35 8%	31 6%	27 4%	58 9%j	38 5%	29 6%	26 4%	96 7%n	56 5%	67 6%	29 9%q	56 5%	
Don't know	8 *	5 *	3 *	-	2 1%	-	1 *	3 1%	3 *	1 *	2 *	2 *	2 *	3 *	5 *	2 *	-	6 *	

## Switching Omnibus Survey: April/May 2009

Q. 18 Have you considered changing the company that provides your home landline in the last six months?

Base: All adults responsible for deciding provider and not changed in the last 6 months- Landline

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	2818	118	302	234	214	218	283	252	341	385	140	258	73	985	824	1009	2322	2818	2188	1769
Weighted Base	2618	115	275	207	199	204	259	237	335	369	120	233	65*	895	759	964	2222	2618	2064	1793
Yes - in the last 3 months	96 4%	8 7%h	7 3%	3 1%	6 3%	6 3%	14 5%h	9 4%h	2 1%	24 7%ch	2 2%	9 4%h	5 8%ch	32 4%	24 3%	40 4%	89 4%	96 4%	79 4%	69 4%
Yes - 3-6 months ago	56 2%	6 5%hi	10 4%h	5 2%	5 3%	4 2%	4 1%	7 3%	2 1%	4 1%	1 1%	6 3%	- 3%o	28 3%	18 2%	10 1%	51 2%	56 2%	39 2%	49 3%
No - never considered changing home landline provider	2457 94%	101 88%	257 93%	199 96%a	187 94%	193 94%	239 92%	219 92%	329 98%ab	340 92%	117 97%	217 93%	60 92%	834 93%	715 94%	908 94%	2077 93%	2457 94%	1940 94%	1673 93%
Net: Yes	152 6%	14 12%ch	17 6%h	8 4%	11 6%h	11 5%h	17 7%h	16 7%h	4 1%	29 8%h	4 3%	16 7%h	5 8%h	60 7%	42 6%	50 5%	139 6%	152 6%	119 6%	117 7%
Don't know	8 *	- -	1 *	- -	- -	1 *	2 1%	1 1%	3 1%	1 *	- -	- -	- -	1 *	2 *	5 1%	5 *	8 *	5 *	2 *

## Switching Omnibus Survey: April/May 2009

Q. 18 Have you considered changing the company that provides your home landline in the last six months?

Base: All adults responsible for deciding provider and not changed in the last 6 months- Landline

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	2818	530	316	473	525	107	146	76	14	30	889	1388	18	6
Weighted Base	2618	508	305	459	509	117*	136	67*	14**	27**	956	1223	17**	7**
Yes - in the last 3 months	96 4%	26 5%	9 3%	18 4%	24 5%	1 1%	3 2%	2 3%	4 25%	1 2%	43 5%	45 4%	-	-
Yes - 3-6 months ago	56 2%	16 3%	4 1%	12 3%	10 2%	1 1%	3 2%	3 5%	-	1 3%	18 2%	31 3%	1 8%	-
No - never considered changing home landline provider	2457 94%	465 92%	292 96%	428 93%	474 93%	114 97%	130 96%	62 92%	11 75%	25 94%	892 93%	1145 94%	16 92%	7 100%
Net: Yes	152 6%	42 8%	13 4%	31 7%	34 7%	2 2%	6 4%	6 8%	4 25%	2 6%	62 6%	76 6%	1 8%	-
Don't know	8 *	1 *	* *	1 *	1 *	1 1%	-	-	-	-	2 *	2 *	-	-

## Switching Omnibus Survey: April/May 2009

Q.18 Have you considered changing the company that provides your home landline in the last six months?

Base: All adults responsible for deciding provider and not changed in the last 6 months- Landline

	PREVIOUS MOBILE PROVIDER (Q8)										MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
	Total	Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	2818	24	16	17	15	7	7	1	2	1	40	32	18	-	-	-	-	-	28	24	3
Weighted Base	2618	24**	16**	16**	18**	6**	7**	1**	2**	1**	38*	32**	21**	-**	-**	-**	-**	-**	28**	26**	3**
Yes - in the last 3 months	96 4%	2 9%	2 13%	2 12%	-	-	-	-	-	-	3 8%	3 10%	-	-	-	-	-	-	2 9%	5 19%	-
Yes - 3-6 months ago	56 2%	2 8%	-	1 8%	4 20%	-	1 10%	-	-	-	6 17%	-	1 5%	-	-	-	-	-	-	-	1 30%
No - never considered changing home landline provider	2457 94%	20 83%	14 87%	13 80%	13 75%	6 100%	6 90%	1 100%	2 100%	1 100%	29 75%	28 88%	20 95%	-	-	-	-	-	24 88%	21 81%	2 70%
Net: Yes	152 6%	4 17%	2 13%	3 20%	4 20%	-	1 10%	-	-	-	10 25%	3 10%	1 5%	-	-	-	-	-	2 9%	5 19%	1 30%
Don't know	8 *	-	-	-	1 5%	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 4%	-	-



## Switching Omnibus Survey: April/May 2009

Q.19 You say you have considered changing your home landline provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	SEX		AGE							SOCIAL CLASS				SOCIAL CLASS		WORKING STATUS		
	Total	Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	155	63	92	1	14	37	34	30	39	53	38	29	35	91	64	59	30	66
Weighted Base	152	63*	89*	2**	15**	42*	35*	31**	27*	58*	38*	29**	26*	96*	56*	67*	29**	56*
You contacted a new home landline provider to enquire about switching	14 9%	7 11%	7 8%	-	1 6%	4 10%	1 3%	5 15%	4 13%	6 11%	1 2%	4 15%	3 10%	7 7%	7 13%	5 8%	2 7%	7 12%
You contacted your existing home landline provider to enquire about switching	16 11%	6 10%	10 11%	2 100%	1 6%	5 13%	3 8%	3 9%	3 10%	8 14%	4 10%	2 7%	2 8%	12 12%	4 8%	9 13%	2 6%	6 10%
You contacted a new home landline provider to enquire about switching and then also contacted your existing provider	8 5%	4 7%	4 4%	-	1 7%	2 4%	4 10%	1 4%	1 2%	2 4%	3 9%	1 4%	2 6%	5 6%	3 5%	4 5%	3 10%	2 3%
Your existing provider contacted YOU regarding renewing your contract	3 2%	-	3 4%	-	-	1 2%	-	2 7%	-	2 3%	1 3%	-	1 3%	3 3%	1 1%	2 2%	1 3%	1 1%
A new provider contacted YOU regarding switching	17 11%	6 10%	10 12%	-	2 15%	5 13%	5 14%	2 7%	2 7%	7 13%	2 6%	5 18%	2 7%	10 10%	7 13%	6 10%	4 13%	7 12%
You thought about switching but didn't contact anyone about it	81 53%	33 52%	48 54%	-	10 66%	19 46%	21 59%	15 50%	16 58%	29 50%	23 59%	15 52%	14 52%	52 54%	29 52%	37 56%	15 53%	28 50%
Other	9 6%	5 7%	4 4%	-	-	4 9%	-	3 8%	2 8%	3 6%	2 6%	-	3 12%	6 6%	3 5%	3 4%	-	6 10%
Don't know	4 3%	1 2%	3 3%	-	-	1 3%	2 6%	-	1 2%	-	2 6%	1 4%	1 3%	2 2%	2 4%	1 2%	2 7%	1 1%

## Switching Omnibus Survey: April/May 2009

**Q.19 You say you have considered changing your home landline provider in the last six months, which of the following applies?**

**Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline**

	Total	GOVERNMENT REGION											GOVERNMENT REGION				PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	155	14	20	7	11	11	19	18	4	27	3	17	4	62	43	50	141	155	122	115
Weighted Base	152	14**	17**	8**	11**	11**	17**	16**	4**	29**	4**	16**	5**	60*	42*	50*	139	152	119	117
You contacted a new home landline provider to enquire about switching	14 9%	- -	1 6%	2 27%	2 17%	- -	1 7%	3 20%	- -	3 10%	- -	1 10%	- -	5 8%	5 12%	4 8%	13 9%	14 9%	13 11%	12 10%
You contacted your existing home landline provider to enquire about switching	16 11%	2 12%	- -	- -	2 19%	1 11%	2 11%	3 17%	1 33%	4 14%	- -	1 6%	- -	3 4%	6 15%	7 14%	16 12%	16 11%	14 12%	15 13%
You contacted a new home landline provider to enquire about switching and then also contacted your existing provider	8 5%	1 8%	2 10%	- -	1 5%	- -	- -	- -	- -	5 17%	- -	- -	- -	3 5%	1 1%	5 10%	7 5%	8 5%	5 5%	6 5%
Your existing provider contacted YOU regarding renewing your contract	3 2%	- -	- -	3 33%	1 6%	- -	- -	- -	- -	- -	- -	- -	- -	3 4%	1 2%	- -	3 2%	3 2%	1 1%	3 3%
A new provider contacted YOU regarding switching	17 11%	2 16%	2 12%	1 12%	1 8%	3 28%	1 4%	3 18%	- -	2 9%	- -	1 5%	1 18%	7 11%	7 17%	3 6%	14 10%	17 11%	13 11%	14 12%
You thought about switching but didn't contact anyone about it	81 53%	8 60%	13 72%	2 28%	5 45%	6 54%	12 66%	6 36%	3 67%	10 34%	2 63%	11 68%	4 82%	38 63%	19 45%	24 47%	75 54%	81 53%	63 53%	59 50%
Other	9 6%	1 5%	- -	- -	- -	- -	1 8%	- -	- -	4 12%	1 37%	2 11%	- -	2 4%	1 3%	5 10%	7 5%	9 6%	6 5%	5 5%
Don't know	4 3%	- -	- -	- -	1 6%	1 5%	1 8%	- -	1 4%	- -	- -	- -	- -	- -	2 5%	2 4%	4 3%	4 3%	3 2%	3 3%

## Switching Omnibus Survey: April/May 2009

Q.19 You say you have considered changing your home landline provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgin Mdia (f)	Tesco (g)	Carphone Warehouse (h)	Other (i)	Mntly (j)	Prepay (k)	All in-one (l)	Other (m)
Unweighted Base	155	42	13	31	33	2	6	7	3	2	58	82	1	-
Weighted Base	152	42*	13**	31**	34*	2**	6**	6**	4**	2**	62*	76*	1**	-**
You contacted a new home landline provider to enquire about switching	14 9%	3 8%	1 7%	5 15%	3 10%	-	-	-	-	-	5 8%	8 10%	-	-
You contacted your existing home landline provider to enquire about switching	16 11%	5 12%	2 12%	5 16%	2 6%	-	1 21%	1 17%	-	-	7 11%	8 10%	1 100%	-
You contacted a new home landline provider to enquire about switching and then also contacted your existing provider	8 5%	3 7%	-	1 3%	2 7%	-	1 10%	-	-	-	3 5%	4 5%	-	-
Your existing provider contacted YOU regarding renewing your contract	3 2%	-	-	3 8%	1 2%	-	-	-	-	-	1 2%	2 3%	-	-
A new provider contacted YOU regarding switching	17 11%	4 8%	2 17%	3 10%	1 4%	-	4 58%	1 10%	-	-	5 9%	9 11%	-	-
You thought about switching but didn't contact anyone about it	81 53%	23 55%	8 64%	14 45%	23 68%	-	1 11%	3 61%	1 25%	1 59%	35 57%	40 52%	-	-
Other	9 6%	2 5%	-	1 2%	-	1 34%	-	-	3 75%	1 41%	4 6%	3 4%	-	-
Don't know	4 3%	1 3%	-	-	1 3%	1 66%	-	1 12%	-	-	1 2%	3 4%	-	-

## Switching Omnibus Survey: April/May 2009

Q.19 You say you have considered changing your home landline provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	155	4	2	3	3	-	1	-	-	9	3	1	-	-	-	-	-	2	5	1	
Weighted Base	152	4**	2**	3**	4**	-**	1**	-**	-**	10**	3**	1**	-**	-**	-**	-**	-**	2**	5**	1**	
You contacted a new home landline provider to enquire about switching	14 9%	1 24%	1 36%	-	-	-	-	-	-	1 8%	-	1 100%	-	-	-	-	-	2 62%	-	1 100%	
You contacted your existing home landline provider to enquire about switching	16 11%	-	-	-	1 28%	-	-	-	-	1 10%	-	-	-	-	-	-	-	-	-	-	
You contacted a new home landline provider to enquire about switching and then also contacted your existing provider	8 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Your existing provider contacted YOU regarding renewing your contract	3 2%	-	-	-	2 44%	-	-	-	-	2 17%	-	-	-	-	-	-	-	-	-	-	
A new provider contacted YOU regarding switching	17 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 38%	1 21%	-	
You thought about switching but didn't contact anyone about it	81 53%	3 76%	1 64%	3 100%	1 28%	-	1 100%	-	-	6 65%	3 100%	-	-	-	-	-	-	-	4 79%	-	
Other	9 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	155	63	92	1	14	37	34	30	39	53	38	29	35	91	64	59	30	66	
Weighted Base	152	63*	89*	2**	15**	42*	35*	31**	27*	58*	38*	29**	26*	96*	56*	67*	29**	56*	
Current provider matched or bettered an offer from another provider	16 10%	9 14%	7 8%	2 100%	2 13%	3 8%	4 11%	3 11%	1 5%	7 12%	5 13%	1 4%	3 10%	12 12%	4 7%	7 10%	2 7%	7 12%	
Current provider is still the best deal\ cheapest\ cheap enough \ wouldn't save enough to warrant switching	9 6%	4 7%	4 5%	- -	- -	2 5%	1 3%	2 6%	4 13%	3 6%	3 9%	- -	2 8%	7 7%	2 4%	3 5%	1 3%	4 8%	
Happy\ satisfied\ content with my current supplier	7 5%	3 5%	4 4%	- -	1 7%	2 6%	2 6%	- -	1 5%	2 4%	3 7%	2 7%	- -	5 5%	2 4%	4 5%	1 3%	3 4%	
Problems\ issues with current provider not sufficiently bad \ frequent to switch	2 1%	1 1%	1 1%	- -	- -	1 2%	- -	- -	1 3%	1 1%	- -	- -	1 3%	1 1%	1 2%	- -	- -	2 3%	
Worried I couldn't take existing number with me\ might lose my number	1 1%	1 2%	- -	- -	- -	1 3%	- -	- -	- -	1 2%	- -	- -	- -	1 1%	- -	1 2%	- -	- -	
Prefer to stay with trusted\ known provider	2 1%	1 2%	1 1%	- -	- -	1 3%	- -	1 2%	- -	- -	- -	1 4%	1 3%	- -	2 3%	1 2%	- -	1 1%	
Difficult to make comparisons between providers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
No\ not enough difference between providers	3 2%	3 5%	- -	- -	- -	- -	2 5%	1 4%	1 2%	1 2%	- -	2 6%	1 2%	1 1%	2 4%	3 4%	- -	1 1%	
Too big a risk that something will go wrong in the transition	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Information available confusing\ couldn't understand technical jargon	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Weighted Base	152	63*	89*	2**	15**	42*	35*	31**	27*	58*	38*	29**	26*	96*	56*	67*	29**	56*	
Didn't know enough to be able to make the right choice	3 2%	1 1%	2 3%	-	-	-	-	1 4%	2 7%	-	1 2%	1 4%	1 5%	1 1%	2 4%	-	1 4%	2 3%	
Tied to fixed length contract with my current provider	10 7%	3 5%	7 8%	-	-	4 9%	5 14%	2 6%	-	5 9%	-	5 19%	-	5 5%	5 10%	6 9%	2 7%	2 4%	
Still within my contract period\ would have to pay an early termination charge	6 4%	1 1%	5 6%	-	1 6%	3 8%	1 2%	1 3%	-	1 2%	1 3%	3 10%	1 2%	2 2%	3 6%	2 3%	3 10%	1 1%	
Have a minimum notice period	2 1%	1 1%	1 1%	-	-	1 2%	1 2%	-	-	-	-	1 3%	1 2%	-	2 3%	-	1 3%	1 1%	
Didn't want to get locked into a fixed contract with new provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Too much hassle to set up the new service	18 12%	4 6%	14 16%	-	2 15%	6 13%	2 5%	6 19%	2 9%	6 11%	6 14%	1 4%	5 18%	12 12%	6 11%	6 9%	4 15%	7 13%	
Can't get a reception on any other network where I live	2 1%	1 1%	1 1%	-	-	1 2%	-	1 3%	-	1 2%	-	-	1 3%	1 1%	1 2%	-	-	2 3%	
Cheaper to stay on the same network as my friends\ colleagues \ family\ people I call	2 1%	1 2%	1 1%	-	-	1 2%	-	-	1 3%	-	-	-	2 7%	-	2 3%	-	-	2 3%	
Better handsets available with my current network\ didn't see any other handsets I liked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Current provider offers landline as part of bundle \combined TV\Broadband\fixed line telephone offer	6 4%	3 5%	2 3%	-	1 9%	1 2%	2 6%	-	1 5%	1 2%	2 4%	3 10%	-	3 3%	3 5%	4 6%	1 3%	1 1%	

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Weighted Base	152	63*	89*	2**	15**	42*	35*	31**	27*	58*	38*	29**	26*	96*	56*	67*	29**	56*	
Too expensive	2 1%	1 1%	1 1%	-	-	-	-	-	2 6%	-	-	-	2 6%	-	2 3%	-	-	2 3%	
Not got round to it yet	14 9%	6 10%	8 9%	-	4 28%	2 6%	4 10%	2 7%	2 7%	7 12%	2 5%	4 13%	1 5%	9 9%	5 9%	8 12%	2 7%	4 8%	
Too busy / not enough time	8 5%	4 6%	4 4%	-	-	3 8%	1 3%	2 7%	1 5%	4 6%	3 7%	1 3%	1 3%	6 6%	2 3%	3 5%	3 9%	2 3%	
Have not made a decision yet / looking for the right package	10 7%	5 8%	5 6%	-	1 8%	3 7%	2 5%	2 5%	3 11%	5 9%	3 8%	1 3%	1 5%	8 8%	2 4%	4 6%	4 13%	3 5%	
Other	29 19%	11 17%	18 21%	-	1 6%	4 10%	11 30%	9 30%	4 14%	13 23%	6 17%	6 21%	3 12%	19 20%	9 17%	13 19%	7 26%	9 15%	
Don't know	10 7%	4 6%	7 8%	-	1 9%	5 11%	1 3%	-	3 12%	1 1%	6 14%	1 4%	3 11%	6 6%	4 7%	3 4%	2 7%	6 10%	

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	GOVERNMENT REGION													GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	155	14	20	7	11	11	19	18	4	27	3	17	4	62	43	50	141	155	122	115
Weighted Base	152	14**	17**	8**	11**	11**	17**	16**	4**	29**	4**	16**	5**	60*	42*	50*	139	152	119	117
Current provider matched or bettered an offer from another provider	16 10%	2 14%	2 13%	- -	2 18%	1 6%	- -	1 6%	- -	6 19%	1 37%	1 6%	- -	5 9%	5 12%	6 11%	15 10%	16 10%	13 11%	15 13%
Current provider is still the best deal\ cheapest\ cheap enough \ wouldn't save enough to warrant switching	9 6%	1 11%	3 18%	1 14%	1 8%	- -	- -	- -	- -	2 7%	- -	- -	- -	6 10%	1 2%	2 4%	9 6%	9 6%	8 6%	8 7%
Happy\ satisfied\ content with my current supplier	7 5%	- -	1 6%	1 12%	1 11%	1 10%	1 5%	- -	- -	1 2%	1 34%	- -	- -	2 3%	4 9%	1 3%	6 4%	7 5%	5 4%	5 5%
Problems\ issues with current provider not sufficiently bad \ frequent to switch	2 1%	- -	- -	- -	- -	- -	- -	1 5%	- -	1 3%	- -	- -	- -	- -	1 2%	1 2%	2 1%	2 1%	2 1%	1 1%
Worried I couldn't take existing number with me\ might lose my number	1 1%	- -	- -	- -	- -	- -	- -	1 8%	- -	- -	- -	- -	- -	- -	1 3%	- -	1 1%	1 1%	1 1%	1 1%
Prefer to stay with trusted\ known provider	2 1%	- -	- -	- -	1 6%	1 11%	- -	- -	- -	- -	- -	- -	- -	- -	2 5%	- -	2 1%	2 1%	2 2%	2 2%
Difficult to make comparisons between providers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No\ not enough difference between providers	3 2%	- -	- -	2 27%	- -	- -	1 4%	- -	- -	- -	- -	1 3%	- -	3 4%	- -	1 1%	3 2%	3 2%	3 3%	2 2%
Too big a risk that something will go wrong in the transition	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -



## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Weighted Base	152	14**	17**	8**	11**	11**	17**	16**	4**	29**	4**	16**	5**	60*	42*	50*	139	152	119	117
Information available confusing\ couldn't understand technical jargon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Didn't know enough to be able to make the right choice	3 2%	-	-	-	-	-	1 4%	-	1 16%	-	-	2 12%	-	2 3%	-	1 2%	3 2%	3 2%	3 3%	2 2%
Tied to fixed length contract with my current provider	10 7%	2 15%	-	-	1 8%	1 11%	5 26%	-	-	-	-	-	2 31%	4 6%	2 5%	5 9%	9 7%	10 7%	9 8%	10 9%
Still within my contract period\ would have to pay an early termination charge	6 4%	1 6%	2 13%	-	-	1 6%	-	-	-	2 6%	-	-	-	3 5%	1 2%	2 3%	6 4%	6 4%	6 5%	6 5%
Have a minimum notice period	2 1%	-	1 5%	-	-	1 6%	-	-	-	-	-	-	-	1 1%	1 2%	-	2 1%	2 1%	2 1%	2 1%
Didn't want to get locked into a fixed contract with new provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to set up the new service	18 12%	-	1 4%	3 34%	1 5%	2 17%	1 5%	2 13%	2 53%	2 7%	-	5 31%	-	8 14%	5 11%	5 10%	17 12%	18 12%	10 8%	13 11%
Can't get a reception on any other network where I live	2 1%	-	-	-	1 9%	-	-	1 5%	-	-	-	-	-	-	2 5%	-	2 1%	2 1%	2 2%	2 2%
Cheaper to stay on the same network as my friends\ colleagues \ family\ people I call	2 1%	-	-	-	-	1 10%	-	1 4%	-	-	-	-	-	-	2 4%	-	2 1%	2 1%	2 1%	1 1%
Better handsets available with my current network\ didn't see any other handsets I liked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	GOVERNMENT REGION													GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Weighted Base	152	14**	17**	8**	11**	11**	17**	16**	4**	29**	4**	16**	5**	60*	42*	50*	139	152	119	117
Current provider offers landline as part of bundle \combined TV\Broadband\fixed line telephone offer	6 4%	1 6%	1 4%	-	-	-	-	1 8%	1 17%	2 8%	-	-	-	2 3%	1 3%	3 6%	5 4%	6 4%	4 4%	5 4%
Too expensive	2 1%	-	-	-	-	-	-	1 4%	-	-	-	1 5%	-	1 1%	1 2%	-	1 1%	2 1%	2 1%	1 1%
Not got round to it yet	14 9%	1 11%	3 20%	-	2 21%	-	2 14%	1 4%	-	1 2%	-	2 12%	1 22%	8 13%	3 7%	3 6%	13 10%	14 9%	11 9%	11 10%
Too busy / not enough time	8 5%	2 12%	-	1 13%	-	1 12%	-	2 10%	1 31%	-	-	1 6%	-	4 6%	3 7%	1 2%	8 6%	8 5%	6 5%	6 5%
Have not made a decision yet / looking for the right package	10 7%	-	1 4%	-	1 12%	-	2 13%	-	-	4 13%	-	-	2 47%	3 5%	1 3%	6 12%	8 6%	10 7%	7 6%	6 5%
Other	29 19%	3 24%	2 13%	2 25%	-	1 10%	2 14%	5 29%	-	10 35%	1 28%	2 12%	-	9 16%	7 16%	13 25%	24 17%	29 19%	19 16%	17 15%
Don't know	10 7%	2 13%	-	-	-	1 6%	3 19%	1 8%	-	-	-	3 20%	-	5 8%	2 5%	3 7%	9 6%	10 7%	10 8%	7 6%

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	155	42	13	31	33	2	6	7	3	2	58	82	1	-
Weighted Base	152	42*	13**	31**	34*	2**	6**	6**	4**	2**	62*	76*	1**	-**
Current provider matched or bettered an offer from another provider	16 10%	4 10%	-	7 22%	2 7%	-	-	-	1 33%	-	10 17%	4 6%	-	-
Current provider is still the best deal\ cheapest\ cheap enough \ wouldn't save enough to warrant switching	9 6%	2 4%	2 17%	1 4%	2 6%	1 34%	-	1 15%	-	-	4 6%	5 6%	-	-
Happy\ satisfied\ content with my current supplier	7 5%	4 10%	-	-	1 2%	-	1 17%	-	-	-	4 7%	2 2%	-	-
Problems\ issues with current provider not sufficiently bad \ frequent to switch	2 1%	-	-	2 5%	-	-	-	-	-	-	-	2 2%	-	-
Worried I couldn't take existing number with me\ might lose my number	1 1%	-	-	-	-	-	1 21%	-	-	-	-	-	1 100%	-
Prefer to stay with trusted\ known provider	2 1%	1 3%	-	-	1 2%	-	-	-	-	-	-	2 2%	-	-
Difficult to make comparisons between providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No\ not enough difference between providers	3 2%	-	-	1 4%	2 5%	-	-	-	-	-	1 2%	2 3%	-	-
Too big a risk that something will go wrong in the transition	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information available confusing\ couldn't understand technical jargon	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Weighted Base	152	42*	13**	31**	34*	2**	6**	6**	4**	2**	62*	76*	1**	-**
Didn't know enough to be able to make the right choice	3 2%	-	1 5%	2 6%	1 2%	-	-	-	-	-	-	3 4%	-	-
Tied to fixed length contract with my current provider	10 7%	3 7%	-	1 3%	5 16%	-	-	-	-	-	4 6%	6 7%	-	-
Still within my contract period\ would have to pay an early termination charge	6 4%	3 8%	-	2 6%	-	-	1 11%	-	-	-	3 5%	3 4%	-	-
Have a minimum notice period	2 1%	-	-	-	-	-	1 11%	1 16%	-	-	1 1%	1 1%	-	-
Didn't want to get locked into a fixed contract with new provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to set up the new service	18 12%	6 14%	1 11%	4 11%	3 10%	-	-	3 47%	-	-	3 5%	14 18%	-	-
Can't get a reception on any other network where I live	2 1%	1 3%	-	1 3%	-	-	-	-	-	-	-	2 2%	-	-
Cheaper to stay on the same network as my friends\ colleagues \ family\ people I call	2 1%	1 2%	-	1 3%	-	-	-	-	-	-	-	2 2%	-	-
Better handsets available with my current network\ didn't see any other handsets I liked	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider offers landline as part of bundle \combined TV\Broadband\fixed line telephone offer	6 4%	2 4%	-	1 3%	-	1 66%	1 23%	-	-	-	4 6%	1 2%	-	-

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Weighted Base	152	42*	13**	31**	34*	2**	6**	6**	4**	2**	62*	76*	1**	..**
Too expensive	2 1%	1 2%	-	-	-	-	-	-	-	-	-	1 1%	-	-
Not got round to it yet	14 9%	8 19%	-	2 6%	3 8%	-	-	-	-	1 59%	8 13%	5 7%	-	-
Too busy / not enough time	8 5%	-	1 9%	4 13%	3 8%	-	-	-	-	-	7 12%	1 1%	-	-
Have not made a decision yet / looking for the right package	10 7%	2 4%	2 18%	1 2%	3 9%	-	-	-	-	1 41%	5 8%	4 5%	-	-
Other	29 19%	8 18%	3 23%	4 13%	5 15%	-	2 28%	1 10%	2 67%	-	10 17%	14 19%	-	-
Don't know	10 7%	-	2 18%	1 4%	4 11%	-	-	1 12%	-	-	1 2%	7 10%	-	-

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	155	4	2	3	3	-	1	-	-	9	3	1	-	-	-	-	-	2	5	1	
Weighted Base	152	4**	2**	3**	4**	-**	1**	-**	-**	10**	3**	1**	-**	-**	-**	-**	-**	2**	5**	1**	
Current provider matched or bettered an offer from another provider	16 10%	-	-	-	1 28%	-	-	-	-	1 10%	-	-	-	-	-	-	-	-	-	-	
Current provider is still the best deal\ cheapest\ cheap enough \ wouldn't save enough to warrant switching	9 6%	-	-	1 38%	-	-	-	-	-	-	1 41%	-	-	-	-	-	-	-	-	-	
Happy\ satisfied\ content with my current supplier	7 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Problems\ issues with current provider not sufficiently bad \ frequent to switch	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Worried I couldn't take existing number with me\might lose my number	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Prefer to stay with trusted\known provider	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Difficult to make comparisons between providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No\ not enough difference between providers	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Too big a risk that something will go wrong in the transition	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Information available confusing\ couldn't understand technical jargon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Weighted Base	152	4**	2**	3**	4**	-**	1**	-**	-**	-**	10**	3**	1**	-**	-**	-**	-**	-**	2**	5**	1**
Didn't know enough to be able to make the right choice	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tied to fixed length contract with my current provider	10 7%	1 28%	-	-	-	-	-	-	-	-	-	1 37%	-	-	-	-	-	-	-	-	-
Still within my contract period\ would have to pay an early termination charge	6 4%	-	1 64%	-	-	-	1 100%	-	-	-	2 20%	-	-	-	-	-	-	-	-	-	-
Have a minimum notice period	2 1%	-	-	-	-	-	1 100%	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-
Didn't want to get locked into a fixed contract with new provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much hassle to set up the new service	18 12%	-	-	2 62%	3 72%	-	-	-	-	-	4 41%	1 23%	-	-	-	-	-	-	-	-	-
Can't get a reception on any other network where I live	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cheaper to stay on the same network as my friends\ colleagues \ family\ people I call	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Better handsets available with my current network\ didn't see any other handsets I liked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider offers landline as part of bundle \combined TV\Broadband\fixed line telephone offer	6 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Q.20 And why did you decide not to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Weighted Base	152	4**	2**	3**	4**	-**	1**	-**	-**	10**	3**	1**	-**	-**	-**	-**	-**	2**	5**	1**	
Too expensive	2 1%	-	1 36%	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	
Not got round to it yet	14 9%	1 24%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	2 42%	1 100%	
Too busy / not enough time	8 5%	1 22%	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-	-	-	-	
Have not made a decision yet / looking for the right package	10 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 38%	-	-	
Other	29 19%	1 26%	-	-	-	-	-	-	-	1 11%	-	-	-	-	-	-	-	2 62%	1 21%	-	
Don't know	10 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 37%	-	



Q.21 You mentioned that you have changed your home landline provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	214	99	115	10	31	47	37	35	54	44	62	42	66	106	108	85	28	101	
Weighted Base	205	100*	105	13**	33**	50*	35*	35*	38*	50*	69*	40*	46*	119*	86	96*	25**	83*	
You only contacted your new home landline provider	52 25%	26 26%	26 25%	1 5%	10 31%	13 27%	12 32%	10 28%	6 17%	15 29%	15 22%	11 28%	11 25%	29 25%	22 26%	24 24%	9 37%	19 23%	
You contacted your existing home landline provider telling them you wanted to switch and then contacted your new provider for them to complete the process	26 13%	13 13%	13 13%	2 15%	6 17%	6 11%	3 10%	6 18%	4 10%	5 10%	8 12%	7 17%	7 14%	13 11%	13 15%	10 11%	3 10%	14 16%	
You contacted your new home landline provider telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	66 32%	34 34%	31 30%	6 43%	11 34%	16 32%	11 31%	10 30%	12 31%	15 31%	24 35%	11 28%	15 32%	40 33%	26 30%	36 37%	5 22%	24 29%	
Your new provider contacted YOU about switching	47 23%	20 20%	27 26%	2 18%	4 12%	15 30%	5 13%	8 21%	14 36%	11 22%	17 25%	9 23%	10 21%	28 24%	19 22%	21 22%	5 19%	21 26%	
Other	9 4%	4 4%	4 4%	2 19%	1 2%	-	4 12%	-	1 4%	3 6%	3 5%	-	2 5%	6 5%	2 3%	5 5%	2 8%	2 3%	
Don't know	5 2%	2 2%	3 3%	-	1 4%	-	1 3%	1 3%	1 4%	1 2%	1 1%	2 4%	1 3%	2 1%	3 4%	1 1%	1 4%	3 4%	

## Switching Omnibus Survey: April/May 2009

Q.21 You mentioned that you have changed your home landline provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	GOVERNMENT REGION											GOVERNMENT REGION		PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)					
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	214	2	31	20	18	26	13	31	20	24	12	13	4	70	87	57	188	214	177	165
Weighted Base	205	2**	28**	16**	16**	27**	11**	30**	23**	23**	12**	13**	4**	63*	84*	58*	183	205	173	167
You only contacted your new home landline provider	52 25%	-	2 8%	5 32%	7 43%	5 20%	2 20%	11 36%	5 23%	8 33%	2 17%	2 15%	2 58%	12 19%	25 30%	15 26%	48 26%	52 25%	47 27%	47 28%
You contacted your existing home landline provider telling them you wanted to switch and then contacted your new provider for them to complete the process	26 13%	1 53%	3 9%	2 15%	1 8%	6 21%	1 7%	4 13%	5 20%	1 3%	2 13%	2 12%	1 20%	8 13%	12 15%	6 10%	24 13%	26 13%	22 13%	24 14%
You contacted your new home landline provider telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	66 32%	1 47%	14 49%	5 28%	3 21%	5 21%	5 48%	9 30%	7 30%	7 30%	3 23%	6 45%	1 22%	26 41%	20 24%	19 33%	56 31%	66 32%	53 31%	51 30%
Your new provider contacted YOU about switching	47 23%	-	8 27%	4 25%	3 18%	7 26%	2 19%	4 15%	6 24%	7 31%	4 38%	2 16%	-	14 22%	19 22%	15 26%	43 24%	47 23%	42 24%	35 21%
Other	9 4%	-	1 4%	-	-	2 6%	1 7%	1 3%	1 3%	1 4%	1 9%	2 12%	-	3 4%	4 4%	2 4%	9 5%	9 4%	7 4%	9 5%
Don't know	5 2%	-	1 3%	-	2 10%	1 5%	-	1 4%	-	-	-	-	-	1 1%	4 5%	-	3 2%	5 2%	2 1%	2 1%

## Switching Omnibus Survey: April/May 2009

Q.21 You mentioned that you have changed your home landline provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	MOBILE PROVIDER (Q1)								MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	214	43	9	43	48	15	12	9	1	2	76	111	-	-
Weighted Base	205	41*	9**	42*	48*	18**	11**	7**	1**	2**	82*	100*	-**	-**
You only contacted your new home landline provider	52 25%	4 11%	4 51%	13 32%	11 24%	6 36%	3 24%	4 57%	-	-	23 28%	24 24%	-	-
You contacted your existing home landline provider telling them you wanted to switch and then contacted your new provider for them to complete the process	26 13%	8 19%	1 8%	4 10%	5 10%	1 5%	3 24%	1 10%	-	1 54%	7 8%	17 17%	-	-
You contacted your new home landline provider telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	66 32%	14 34%	3 34%	14 35%	20 42%	2 10%	1 8%	-	1 100%	-	29 35%	27 27%	-	-
Your new provider contacted YOU about switching	47 23%	12 30%	1 7%	7 16%	8 16%	9 49%	4 35%	2 32%	-	-	18 22%	24 24%	-	-
Other	9 4%	3 7%	-	2 5%	2 5%	-	1 9%	-	-	-	3 4%	6 6%	-	-
Don't know	5 2%	-	-	1 2%	2 3%	-	-	-	-	1 46%	2 2%	2 2%	-	-

Q.21 You mentioned that you have changed your home landline provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrghn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	214	-	3	4	1	-	1	-	-	1	3	4	2	61	65	37	19	5	49	19	4
Weighted Base	205	-**	3**	5**	1**	-**	1**	-**	-**	1**	3**	5**	2**	60*	64*	35*	18**	4**	55*	16**	3**
You only contacted your new home landline provider	52 25%	-	1 23%	-	-	-	-	-	-	-	-	1 16%	-	19 31%	20 32%	7 20%	1 4%	1 16%	16 30%	7 43%	-
You contacted your existing home landline provider telling them you wanted to switch and then contacted your new provider for them to complete the process	26 13%	-	-	1 26%	-	-	-	-	-	-	1 38%	-	-	2 4%	10 16%	3 9%	4 24%	1 19%	7 14%	3 19%	-
You contacted your new home landline provider telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	66 32%	-	2 47%	1 30%	-	-	-	-	-	-	-	2 33%	1 66%	22 37%	18 28%	13 37%	6 35%	2 48%	19 35%	5 31%	2 60%
Your new provider contacted YOU about switching	47 23%	-	-	1 28%	1 100%	-	1 100%	-	-	-	2 62%	1 30%	-	15 24%	14 21%	9 25%	6 33%	-	10 17%	1 6%	1 40%
Other	9 4%	-	1 30%	-	-	-	-	-	-	1 100%	-	1 21%	-	2 3%	2 3%	2 5%	1 4%	1 17%	2 3%	-	-
Don't know	5 2%	-	-	1 16%	-	-	-	-	-	-	-	-	1 34%	1 1%	1 1%	2 4%	-	-	1 1%	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 & 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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

## Switching Omnibus Survey: April/May 2009

Q.22 When you contacted your existing home landline provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier - Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	94	46	48	5	16	21	15	16	21	19	27	19	29	46	48	41	9	44	
Weighted Base	92*	47*	45*	7**	17**	22**	14**	17**	15**	20**	32**	18**	21**	53*	39*	47*	8**	38*	
Yes	36 40%	21 44%	16 35%	3 41%	6 34%	11 52%	8 57%	3 15%	6 37%	9 42%	16 48%	5 28%	7 34%	24 46%	12 31%	21 44%	3 43%	12 33%	
No	53 57%	26 55%	27 60%	4 59%	10 62%	9 41%	6 43%	14 85%	9 58%	12 58%	17 52%	11 63%	13 60%	29 54%	24 61%	25 54%	4 47%	24 63%	
Don't know	3 3%	1 2%	2 5%	-	1 5%	2 8%	-	-	1 4%	-	-	2 9%	1 7%	-	3 8%	1 2%	1 10%	1 4%	

## Switching Omnibus Survey: April/May 2009

Q.22 When you contacted your existing home landline provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier - Landline

	Total	GOVERNMENT REGION											GOVERNMENT REGION				PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	94	2	17	8	5	10	7	13	11	7	4	8	2	37	32	25	80	94	76	72
Weighted Base	92*	2**	17**	7**	5**	11**	6**	13**	12**	8**	4**	7**	2**	34*	32**	25**	80*	92*	75*	75*
Yes	36	-	5	6	3	2	3	5	8	4	-	1	1	12	10	15	31	36	28	27
	40%	-	28%	80%	55%	21%	55%	38%	67%	53%	-	9%	52%	34%	30%	60%	39%	40%	37%	36%
No	53	2	11	1	2	9	2	8	4	4	4	5	1	20	23	9	46	53	44	45
	57%	100%	67%	20%	45%	79%	32%	62%	33%	47%	100%	71%	48%	59%	70%	37%	57%	57%	59%	61%
Don't know	3	-	1	-	-	-	1	-	-	-	-	1	-	2	-	1	3	3	3	2
	3%	-	5%	-	-	-	13%	-	-	-	-	20%	-	7%	-	3%	4%	3%	4%	3%

## Switching Omnibus Survey: April/May 2009

Q.22 When you contacted your existing home landline provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier - Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	94	21	4	19	25	3	3	1	1	1	32	48	-	-
Weighted Base	92*	21**	4**	19**	25**	3**	3**	1**	1**	1**	36**	44*	-**	-**
Yes	36	6	1	9	13	-	1	1	-	-	16	15	-	-
	40%	26%	32%	47%	53%	-	42%	100%	-	-	45%	34%	-	-
No	53	15	3	10	9	3	2	-	1	1	19	26	-	-
	57%	70%	68%	53%	37%	100%	58%	-	100%	100%	55%	60%	-	-
Don't know	3	1	-	-	2	-	-	-	-	-	-	3	-	-
	3%	4%	-	-	9%	-	-	-	-	-	-	7%	-	-

## Switching Omnibus Survey: April/May 2009

Q.22 When you contacted your existing home landline provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier - Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	94	-	1	2	-	-	-	-	-	1	1	1	25	27	16	11	3	22	10	2	
Weighted Base	92*	-**	2**	3**	-**	-**	-**	-**	-**	1**	2**	1**	24**	27**	16**	11**	3**	27**	8**	2**	
Yes	36	-	2	1	-	-	-	-	-	-	2	1	10	12	6	4	-	10	4	-	
	40%	-	100%	53%	-	-	-	-	-	-	100%	100%	43%	45%	40%	34%	-	38%	46%	-	
No	53	-	-	1	-	-	-	-	-	1	-	-	14	14	10	6	3	17	4	1	
	57%	-	-	47%	-	-	-	-	-	100%	-	-	57%	49%	60%	57%	100%	62%	54%	59%	
Don't know	3	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	
	3%	-	-	-	-	-	-	-	-	-	-	-	-	5%	-	8%	-	-	-	41%	



## Q.23 Why did you decide to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	214	99	115	10	31	47	37	35	54	44	62	42	66	106	108	85	28	101	
Weighted Base	205	100*	105	13**	33**	50*	35*	35*	38*	50*	69*	40*	46*	119*	86	96*	25**	83*	
New provider was still the best deal\ cheapest \ cheap enough\ wouldn't save enough staying	122 60%	64 64%	58 56%	8 64%	16 49%	30 61%	19 54%	23 66%	25 65%	32 63%	42 61%	24 60%	24 53%	74 62%	49 56%	60 62%	12 49%	50 60%	
New provider offered landline as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	54 26%	23 23%	31 30%	4 31%	10 29%	12 24%	12 33%	9 26%	8 21%	13 27%	19 28%	13 32%	9 19%	33 28%	21 25%	31 32%	5 19%	18 22%	
Unhappy\ dissatisfied\ with current supplier	15 7%	7 7%	8 8%	2 17%	- -	2 4%	3 9%	2 6%	5 13%	1 2%	7 10%	2 5%	5 10%	8 6%	7 8%	3 3%	3 12%	9 11%	
Current provider did not improve their offer	6 3%	3 3%	3 3%	- -	2 7%	- -	1 2%	1 3%	2 5%	1 1%	3 4%	1 2%	2 5%	3 3%	3 3%	2 3%	1 3%	3 4%	
Cheaper to move network as my friends\ colleagues \ family\ people I call	18 9%	9 9%	10 9%	- -	3 9%	6 12%	2 6%	3 9%	4 11%	7 15%	2 3%	3 8%	6 14%	9 8%	9 11%	10 10%	1 3%	8 9%	
Prefer to go with trusted\known provider	2 1%	- -	2 1%	- -	- -	- -	- -	2 4%	- -	- -	- -	1 2%	1 1%	- -	2 2%	- -	1 2%	1 1%	
Difficult to make comparisons between providers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
No\ not enough difference between providers	1 *	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 2%	- -	1 1%	- -	- -	1 1%	
Too busy\ don't have time to research the options	1 *	- -	1 1%	- -	- -	- -	1 3%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	
Information available confusing\ couldn't understand technical jargon	1 1%	1 1%	- -	- -	- -	- -	- -	1 4%	- -	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	- -	

## Q.23 Why did you decide to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Weighted Base	205	100*	105	13**	33**	50*	35*	35*	38*	50*	69*	40*	46*	119*	86	96*	25**	83*	
Didn't want to get locked into a fixed contract with existing provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Moved	2 1%	-	2 2%	-	-	-	1 3%	1 2%	-	1 2%	-	-	1 2%	1 1%	1 1%	1 1%	1 3%	-	
Other	8 4%	5 5%	3 3%	1 7%	4 11%	1 3%	1 3%	-	1 3%	-	4 6%	3 6%	1 3%	4 4%	4 5%	4 4%	3 11%	1 1%	
Don't know	3 2%	3 3%	1 1%	-	1 2%	1 2%	-	1 3%	1 2%	1 2%	-	2 4%	1 2%	2 3%	2 2%	-	2 2%		

## Q.23 Why did you decide to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	214	2	31	20	18	26	13	31	20	24	12	13	4	70	87	57	188	214	177	165
Weighted Base	205	2**	28**	16**	16**	27**	11**	30**	23**	23**	12**	13**	4**	63*	84*	58*	183	205	173	167
New provider was still the best deal\ cheapest \ cheap enough\ wouldn't save enough staying	122 60%	2 100%	20 69%	14 83%	6 40%	18 67%	4 33%	18 59%	15 65%	10 44%	5 41%	9 68%	3 78%	47 74%	47 56%	29 50%	111 61%	122 60%	104 60%	101 61%
New provider offered landline as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	54 26%	-	6 23%	1 4%	6 39%	8 29%	6 52%	12 41%	3 12%	4 19%	4 37%	4 30%	-	11 17%	30 36%	13 22%	49 27%	54 26%	50 29%	49 29%
Unhappy\ dissatisfied\ with current supplier	15 7%	-	2 7%	-	1 5%	2 9%	1 6%	2 7%	1 3%	3 14%	-	2 17%	1 20%	5 8%	5 6%	4 8%	13 7%	15 7%	12 7%	8 5%
Current provider did not improve their offer	6 3%	-	1 3%	-	1 3%	1 3%	1 9%	1 2%	-	1 3%	1 12%	-	-	1 1%	3 4%	2 3%	4 2%	6 3%	4 2%	4 3%
Cheaper to move network as my friends\ colleagues \ family\ people I call	18 9%	-	1 4%	1 8%	3 17%	4 15%	1 13%	2 7%	2 11%	3 11%	-	-	1 22%	3 5%	9 10%	6 11%	18 10%	18 9%	16 9%	13 8%
Prefer to go with trusted\known provider	2 1%	-	1 2%	-	-	-	-	-	-	1 4%	-	-	-	1 1%	-	1 2%	1 *	2 1%	1 *	2 1%
Difficult to make comparisons between providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No\ not enough difference between providers	1 *	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 1%	1 *	1 *	1 *	-
Too busy\ don't have time to research the options	1 *	-	1 3%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 *	1 *	1 1%	1 1%

## Q.23 Why did you decide to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	GOVERNMENT REGION												PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)						
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Weighted Base	205	2**	28**	16**	16**	27**	11**	30**	23**	23**	12**	13**	4**	63*	84*	58*	183	205	173	167
Information available confusing\ couldn't understand technical jargon	1 1%	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%	-	1 1%
Didn't want to get locked into a fixed contract with existing provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moved	2 1%	-	-	-	-	-	-	-	-	-	2 15%	-	-	-	2 2%	-	2 1%	2 1%	2 1%	2 1%
Other	8 4%	-	1 5%	1 5%	1 6%	1 5%	-	-	1 6%	2 9%	-	-	-	2 4%	2 3%	3 6%	7 4%	8 4%	7 4%	6 4%
Don't know	3 2%	-	1 3%	-	-	1 3%	-	-	1 4%	-	-	1 9%	-	2 3%	1 1%	1 1%	3 2%	3 2%	3 2%	3 2%

## Q.23 Why did you decide to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	MOBILE PROVIDER (Q1)								MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	214	43	9	43	48	15	12	9	1	2	76	111	-	-
Weighted Base	205	41*	9**	42*	48*	18**	11**	7**	1**	2**	82*	100*	-**	-**
New provider was still the best deal\ cheapest \ cheap enough\ wouldn't save enough staying	122 60%	24 59%	3 39%	27 64%	30 62%	14 74%	6 60%	5 66%	-	1 54%	52 63%	59 59%	-	-
New provider offered landline as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	54 26%	15 36%	3 32%	9 21%	15 31%	1 8%	2 19%	2 24%	1 100%	-	17 21%	31 31%	-	-
Unhappy\ dissatisfied\ with current supplier	15 7%	3 8%	1 11%	1 4%	3 7%	-	2 20%	1 10%	-	-	3 4%	10 10%	-	-
Current provider did not improve their offer	6 3%	1 2%	2 17%	1 2%	-	1 3%	-	-	-	-	2 3%	2 2%	-	-
Cheaper to move network as my friends\ colleagues \ family\ people I call	18 9%	1 4%	1 8%	3 8%	6 13%	3 15%	2 23%	-	-	-	6 7%	12 12%	-	-
Prefer to go with trusted\known provider	2 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-
Difficult to make comparisons between providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No\ not enough difference between providers	1 *	1 2%	-	-	-	-	-	-	-	-	-	1 1%	-	-
Too busy\ don't have time to research the options	1 *	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-
Information available confusing\ couldn't understand technical jargon	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l/m

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

## Q.23 Why did you decide to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	MOBILE PROVIDER (Q1)								MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Weighted Base	205	41*	9**	42*	48*	18**	11**	7**	1**	2**	82*	100*	..**	..**
Didn't want to get locked into a fixed contract with existing provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moved	2 1%	1 2%	-	1 3%	-	-	-	-	-	-	1 1%	1 1%	-	-
Other	8 4%	-	-	4 9%	1 3%	1 7%	1 5%	-	-	-	5 6%	2 2%	-	-
Don't know	3 2%	1 3%	-	1 2%	-	-	1 8%	-	-	1 46%	2 3%	1 1%	-	-

## Q.23 Why did you decide to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	214	-	3	4	1	-	1	-	-	1	3	4	2	61	65	37	19	5	49	19	4
Weighted Base	205	-**	3**	5**	1**	-**	1**	-**	-**	1**	3**	5**	2**	60*	64*	35*	18**	4**	55*	16**	3**
New provider was still the best deal\ cheapest \ cheap enough\ wouldn't save enough staying	122 60%	-	1 23%	4 84%	1 100%	-	1 100%	-	-	-	3 100%	2 46%	1 66%	40 66%	39 61%	20 57%	11 59%	3 71%	30 55%	10 64%	1 47%
New provider offered landline as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	54 26%	-	1 30%	-	1 100%	-	-	-	-	-	1 42%	1 21%	-	14 22%	18 28%	11 31%	5 29%	1 30%	26 47%	3 19%	1 17%
Unhappy\ dissatisfied\ with current supplier	15 7%	-	2 47%	-	-	-	-	-	-	-	-	2 33%	-	3 5%	5 8%	2 4%	2 13%	1 19%	2 3%	1 9%	-
Current provider did not improve their offer	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	3 4%	-	-	-	-	1 5%	-
Cheaper to move network as my friends\ colleagues \ family\ people I call	18 9%	-	-	-	-	-	-	-	-	-	-	-	-	4 7%	6 9%	5 13%	2 10%	1 16%	1 2%	-	-
Prefer to go with trusted\known provider	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	1 1%	1 6%	-
Difficult to make comparisons between providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No\ not enough difference between providers	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Too busy\ don't have time to research the options	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-
Information available confusing\ couldn't understand technical jargon	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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

## Q.23 Why did you decide to switch home landline provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Weighted Base	205	-**	3**	5**	1**	-**	1**	-**	-**	1**	3**	5**	2**	60*	64*	35*	18**	4**	55*	16**	3**
Didn't want to get locked into a fixed contract with existing provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moved	2 1%	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	1 1%	-	-	-	-	-	-
Other	8 4%	-	-	-	-	-	-	-	-	-	-	-	3 5%	3 4%	2 4%	-	-	4 8%	1 5%	-	-
Don't know	3 2%	-	-	1 16%	-	-	-	-	-	-	-	1 34%	1 1%	1 2%	-	1 5%	-	-	-	-	1 36%

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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



## Switching Omnibus Survey: April/May 2009

Q.24 When you changed your home landline provider, did you change your phone number or did you keep your existing number?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	214	99	115	10	31	47	37	35	54	44	62	42	66	106	108	85	28	101	
Weighted Base	205	100*	105	13**	33**	50*	35*	35*	38*	50*	69*	40*	46*	119*	86	96*	25**	83*	
Changed number	29	10	19	6	10	10	1	1	2	6	12	4	7	19	10	17	3	9	
	14%	10%	18%	46%	29%	20%	3%	2%	4%	12%	18%	9%	15%	16%	12%	18%	12%	11%	
Kept existing number	175	90	85	7	22	40	34	35	36	44	56	35	39	100	75	79	21	74	
	85%	90%	81%	54%	68%	80%	97%	98%	96%	88%	82%	89%	85%	84%	87%	82%	85%	89%	
Don't know	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	
	*	-	1%	-	3%	-	-	-	-	-	-	2%	-	-	1%	-	3%	-	

## Switching Omnibus Survey: April/May 2009

Q.24 When you changed your home landline provider, did you change your phone number or did you keep your existing number?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	GOVERNMENT REGION											PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)							
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	214	2	31	20	18	26	13	31	20	24	12	13	4	70	87	57	188	214	177	165
Weighted Base	205	2**	28**	16**	16**	27**	11**	30**	23**	23**	12**	13**	4**	63*	84*	58*	183	205	173	167
Changed number	29 14%	-	3 9%	-	1 8%	6 24%	2 20%	2 8%	6 26%	3 11%	4 37%	1 8%	-	4 6%	15 17%	11 19%	29 16%	29 14%	25 15%	27 16%
Kept existing number	175 85%	2 100%	26 91%	15 95%	15 92%	20 76%	9 80%	27 92%	17 74%	21 89%	7 63%	12 92%	4 100%	59 93%	69 83%	47 81%	153 84%	175 85%	147 85%	140 84%
Don't know	1 *	-	-	1 5%	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 *	1 *	1 1%	1 1%

## Switching Omnibus Survey: April/May 2009

Q.24 When you changed your home landline provider, did you change your phone number or did you keep your existing number?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	VirgIn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	214	43	9	43	48	15	12	9	1	2	76	111	-	-
Weighted Base	205	41*	9**	42*	48*	18**	11**	7**	1**	2**	82*	100*	-**	-**
Changed number	29 14%	9 23%	3 31%	9 23%	2 5%	3 18%	-	-	-	1 46%	14 17%	15 15%	-	-
Kept existing number	175 85%	31 77%	6 69%	31 75%	45 95%	15 82%	11 100%	7 100%	1 100%	1 54%	67 82%	85 85%	-	-
Don't know	1 *	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-	-

## Switching Omnibus Survey: April/May 2009

Q.24 When you changed your home landline provider, did you change your phone number or did you keep your existing number?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	214	-	3	4	1	-	1	-	-	1	3	4	2	61	65	37	19	5	49	19	4
Weighted Base	205	**	3**	5**	1**	**	1**	**	**	1**	3**	5**	2**	60*	64*	35*	18**	4**	55*	16**	3**
Changed number	29	-	-	1	-	-	-	-	-	1	1	-	-	8	13	3	1	-	10	3	-
	14%	-	-	26%	-	-	-	-	-	100%	38%	-	-	13%	21%	8%	7%	-	18%	21%	-
Kept existing number	175	-	3	4	1	-	1	-	-	-	2	5	2	53	50	33	17	4	45	12	3
	85%	-	100%	74%	100%	-	100%	-	-	-	62%	100%	100%	87%	79%	92%	93%	100%	82%	74%	100%
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	-

## Q.25 How easy or difficult do you think it is to change to another home landline provider?

Base: All adults responsible for deciding provider and changed in the last 6 months - Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	214	99	115	10	31	47	37	35	54	44	62	42	66	106	108	85	28	101	
Weighted Base	205	100*	105	13**	33**	50*	35*	35*	38*	50*	69*	40*	46*	119*	86	96*	25**	83*	
Very easy	(2)	92 45%	46 46%	46 44%	4 34%	18 55%	16 31%	16 46%	21 58%	18 46%	22 44%	15 38%	19 42%	58 49%	35 40%	47 49%	8 31%	37 45%	
Easy	(1)	77 38%	32 32%	45 43%	5 42%	9 26%	24 48%	14 40%	10 28%	15 39%	22 45%	16 40%	18 40%	43 36%	34 40%	32 33%	12 50%	33 39%	
Neither easy nor difficult	(0)	16 8%	11 11%	5 5%	1 11%	4 12%	6 11%	1 3%	3 8%	2 4%	8 12%	2 5%	4 9%	10 9%	6 7%	9 9%	1 5%	6 7%	
Difficult	(-1)	10 5%	6 6%	3 3%	2 12%	- -	3 6%	3 10%	1 3%	1 2%	2 4%	2 6%	1 3%	6 5%	3 4%	5 5%	1 4%	3 4%	
Very difficult	(-2)	7 4%	3 3%	5 4%	- -	2 5%	1 3%	1 2%	2 6%	2 3%	1 1%	2 5%	3 7%	2 2%	5 6%	2 2%	1 5%	4 5%	
Not possible		1 *	1 1%	- -	- -	- -	1 2%	- -	- -	- -	- -	1 2%	- -	- -	1 1%	1 1%	- -	- -	
Net: Easy		169 83%	78 78%	91 87%	10 77%	26 81%	39 78%	30 85%	31 86%	32 86%	44 88%	31 78%	38 81%	100 85%	69 80%	79 82%	20 81%	70 84%	
Net: Difficult		17 8%	9 9%	8 8%	2 12%	2 5%	4 8%	4 12%	3 9%	2 6%	4 7%	4 11%	4 10%	8 7%	9 10%	7 7%	2 10%	7 9%	
Don't know		2 1%	1 1%	1 1%	- 3%	1 -	- -	- -	1 2%	- -	- -	2 4%	- -	- -	2 2%	1 1%	1 3%	- -	
Mean score		1.17	1.15	1.20	0.99	1.30	1.00	1.18	1.33	1.21	1.22	1.08	1.07	1.24	1.08	1.23	1.01	1.15	
Standard deviation		1.01	1.03	1.00	1.01	1.03	0.96	1.01	1.10	1.01	0.94	1.09	1.12	0.94	1.10	0.97	1.06	1.05	
Standard error		0.07	0.10	0.09	0.32	0.19	0.14	0.17	0.19	0.14	0.12	0.17	0.14	0.09	0.11	0.11	0.20	0.10	

## Q.25 How easy or difficult do you think it is to change to another home landline provider?

Base: All adults responsible for deciding provider and changed in the last 6 months - Landline

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)					
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)	
Unweighted Base	214	2	31	20	18	26	13	31	20	24	12	13	4	70	87	57	188	214	177	165	
Weighted Base	205	2**	28**	16**	16**	27**	11**	30**	23**	23**	12**	13**	4**	63*	84*	58*	183	205	173	167	
Very easy	(2)	92 45%	- -	12 42%	12 74%	10 64%	12 47%	7 61%	11 38%	9 39%	8 36%	3 30%	5 35%	2 58%	31 49%	37 44%	24 42%	82 45%	92 45%	80 46%	74 44%
Easy	(1)	77 38%	2 100%	12 44%	3 21%	5 28%	9 35%	3 27%	12 40%	7 30%	10 42%	6 49%	7 51%	2 42%	26 41%	31 37%	20 34%	67 37%	77 38%	63 36%	61 36%
Neither easy nor difficult	(0)	16 8%	- -	3 11%	- -	1 4%	- -	1 7%	4 12%	4 18%	3 11%	- -	1 9%	- -	4 7%	4 5%	8 13%	15 8%	16 8%	12 7%	14 9%
Difficult	(-1)	10 5%	- -	- -	- -	1 3%	3 10%	- -	3 11%	- -	2 7%	1 9%	1 5%	- -	1 1%	7 9%	2 3%	10 5%	10 5%	10 6%	10 6%
Very difficult	(-2)	7 4%	- -	1 2%	- -	- -	1 5%	- -	- -	3 12%	1 5%	1 12%	- -	- -	1 1%	3 3%	4 7%	6 3%	7 4%	6 3%	7 4%
Not possible		1 *	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 1%	1 *	1 1%	1 1%	1 1%
Net: Easy		169 83%	2 100%	24 86%	15 95%	15 92%	22 82%	9 87%	23 77%	16 70%	18 77%	9 79%	11 86%	4 100%	57 90%	68 82%	44 76%	149 82%	169 83%	143 82%	134 81%
Net: Difficult		17 8%	- -	1 2%	- -	1 3%	4 14%	- -	3 11%	3 12%	3 11%	2 21%	1 5%	- -	1 2%	10 12%	6 10%	15 8%	17 8%	15 9%	16 10%
Don't know		2 1%	- -	- -	1 5%	- -	- -	1 6%	- -	- -	- -	- -	- -	1 1%	- -	1 1%	2 1%	2 1%	2 1%	2 1%	1 1%
Mean score		1.17	1.00	1.25	1.78	1.52	1.13	1.58	1.04	0.84	0.97	0.76	1.16	1.58	1.37	1.12	1.03	1.16	1.17	1.18	1.12
Standard deviation		1.01	-	0.83	0.43	0.76	1.17	0.65	0.98	1.32	1.10	1.35	0.82	0.57	0.75	1.07	1.15	1.01	1.01	1.03	1.06
Standard error		0.07	-	0.15	0.10	0.18	0.23	0.19	0.18	0.29	0.22	0.39	0.23	0.29	0.09	0.12	0.15	0.07	0.07	0.08	0.08

## Q.25 How easy or difficult do you think it is to change to another home landline provider?

Base: All adults responsible for deciding provider and changed in the last 6 months - Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)	
Unweighted Base	214	43	9	43	48	15	12	9	1	2	76	111	-	-	
Weighted Base	205	41*	9**	42*	48*	18**	11**	7**	1**	2**	82*	100*	-**	-**	
Very easy	(2)	92 45%	13 33%	5 54%	23 55%	19 39%	6 34%	5 46%	5 77%	1 100%	1 54%	36 44%	45 45%	-	-
Easy	(1)	77 38%	19 47%	1 15%	12 29%	22 46%	6 35%	3 29%	2 23%	-	1 46%	28 34%	39 39%	-	-
Neither easy nor difficult	(0)	16 8%	6 15%	2 24%	1 3%	1 2%	3 15%	2 19%	-	-	-	8 10%	8 8%	-	-
Difficult	(-1)	10 5%	2 4%	-	3 8%	5 10%	-	-	-	-	-	6 8%	3 3%	-	-
Very difficult	(-2)	7 4%	1 2%	1 7%	1 3%	1 1%	3 16%	-	-	-	-	3 3%	3 3%	-	-
Not possible		1 *	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-
Net: Easy	169 83%	32 80%	6 69%	35 85%	41 85%	13 69%	8 75%	7 100%	1 100%	2 100%	64 78%	84 84%	-	-	
Net: Difficult	17 8%	2 6%	1 7%	4 11%	5 11%	3 16%	-	-	-	-	9 11%	6 6%	-	-	
Don't know	2 1%	-	-	1 2%	-	-	1 6%	-	-	-	1 1%	1 1%	-	-	
Mean score	1.17	1.05	1.09	1.29	1.14	0.72	1.29	1.77	2.00	1.54	1.09	1.22	-	-	
Standard deviation	1.01	0.90	1.27	1.05	0.96	1.38	0.82	0.45	-	-	1.09	0.95	-	-	
Standard error	0.07	0.14	0.42	0.16	0.14	0.36	0.25	0.15	-	-	0.13	0.09	-	-	

## Q.25 How easy or difficult do you think it is to change to another home landline provider?

Base: All adults responsible for deciding provider and changed in the last 6 months - Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	214	-	3	4	1	-	1	-	-	1	3	4	2	61	65	37	19	5	49	19	4
Weighted Base	205	**	3**	5**	1**	**	1**	**	**	1**	3**	5**	2**	60*	64*	35*	18**	4**	55*	16**	3**
Very easy	(2)	92	-	1	1	1	-	1	-	-	2	1	1	38	22	19	6	1	24	7	1
		45%	-	23%	16%	100%	-	100%	-	-	62%	16%	34%	63%	35%	53%	34%	29%	43%	44%	47%
Easy	(1)	77	-	1	3	-	-	-	-	-	1	2	-	16	27	10	10	2	23	5	1
		38%	-	30%	55%	-	-	-	-	-	38%	51%	-	27%	42%	29%	54%	54%	42%	28%	17%
Neither easy nor difficult	(0)	16	-	-	1	-	-	-	-	-	-	-	1	7	3	1	1	1	3	1	
		8%	-	-	30%	-	-	-	-	-	-	-	66%	2%	11%	10%	5%	17%	3%	17%	36%
Difficult	(-1)	10	-	2	-	-	-	-	-	1	-	2	-	2	4	1	1	-	4	1	-
		5%	-	47%	-	-	-	-	-	100%	-	33%	-	4%	6%	3%	7%	-	7%	6%	-
Very difficult	(-2)	7	-	-	-	-	-	-	-	-	-	-	3	3	1	-	-	3	-	-	
		4%	-	-	-	-	-	-	-	-	-	-	5%	4%	4%	-	-	5%	-	-	
Not possible		1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
		*	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	
Net: Easy		169	-	2	3	1	-	1	-	-	3	3	1	54	49	29	16	3	47	12	2
		83%	-	53%	70%	100%	-	100%	-	-	100%	67%	34%	90%	77%	82%	89%	83%	85%	72%	64%
Net: Difficult		17	-	2	-	-	-	-	-	1	-	2	-	5	7	2	1	-	7	1	-
		8%	-	47%	-	-	-	-	-	100%	-	33%	-	9%	10%	7%	7%	-	12%	6%	-
Don't know		2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	5%	-
Mean score		1.17	-	0.29	0.86	2.00	-	2.00	-	-1.00	1.62	0.50	0.69	1.40	0.99	1.27	1.16	1.12	1.11	1.16	1.11
Standard deviation		1.01	-	1.53	0.74	-	-	-	-	-	0.58	1.25	1.28	1.04	1.05	1.03	0.82	0.76	1.11	0.96	1.09
Standard error		0.07	-	0.88	0.37	-	-	-	-	-	0.33	0.63	0.90	0.13	0.13	0.17	0.19	0.34	0.16	0.23	0.55

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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



## Switching Omnibus Survey: April/May 2009

Q.26 How likely are you to consider switching your home landline provider again in the future?

Base: All adults responsible for deciding provider and changed in the last 6 months - Landline

		SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base		214	99	115	10	31	47	37	35	54	44	62	42	66	106	108	85	28	101
Weighted Base		205	100*	105	13**	33**	50*	35*	35*	38*	50*	69*	40*	46*	119*	86	96*	25**	83*
Very likely	(2)	23 11%	14 14%	8 8%	3 26%	5 14%	5 10%	3 9%	6 16%	1 2%	6 12%	1 2%	3 7%	19 16%	4 5%	14 14%	2 7%	7 9%	
Likely	(1)	29 14%	13 12%	17 16%	1 5%	6 17%	8 17%	7 19%	6 17%	2 5%	12 23%	5 7%	7 18%	6 12%	17 14%	13 15%	14 14%	3 12%	13 15%
Neither likely nor unlikely	(0)	31 15%	18 18%	14 13%	2 13%	4 11%	11 23%	6 16%	5 14%	4 10%	10 19%	10 14%	4 11%	8 17%	19 16%	12 14%	19 20%	3 11%	9 11%
Unlikely	(-1)	53 26%	24 24%	29 28%	3 26%	8 25%	11 22%	12 34%	4 11%	14 38%g	13 25%	18 27%	11 28%	11 25%	31 26%	22 26%	21 21%	8 32%	25 30%
Very unlikely	(-2)	59 29%	27 27%	33 31%	4 30%	10 30%	12 24%	8 21%	13 37%	13 34%	9 18%	21 30%	14 35%	15 33%	30 25%	30 34%	27 28%	7 29%	25 30%
Net: Likely		52 25%	27 27%	25 24%	4 31%	10 31%	13 27%	10 28%	12 33%h	3 8%	18 36%	17 25%	8 20%	9 19%	35 30%	17 20%	28 29%	5 18%	20 24%
Net: Unlikely		113 55%	51 51%	62 59%	7 56%	18 55%	23 46%	20 56%	17 48%	27 72%	22 43%	39 57%	25 63%	27 58%	60 51%	52 60%	47 49%	15 61%	50 60%
Don't know		9 4%	5 5%	4 4%	- -	1 3%	2 5%	- -	2 5%	4 10%	1 2%	3 4%	2 6%	3 6%	4 3%	5 6%	2 2%	3 10%	4 5%
Mean score		-0.50	-0.38	-0.60	-0.29	-0.40	-0.35	-0.40	-0.39	-1.07	-0.14	-0.45	-0.81	-0.70	-0.31	-0.75	-0.35	-0.72	-0.61
Standard deviation		1.36	1.40	1.32	1.64	1.47	1.32	1.28	1.56	0.99	1.33	1.48	1.21	1.28	1.42	1.24	1.41	1.27	1.33
Standard error		0.10	0.15	0.13	0.52	0.27	0.20	0.21	0.27	0.14	0.20	0.19	0.19	0.16	0.14	0.12	0.15	0.25	0.14

## Switching Omnibus Survey: April/May 2009

Q.26 How likely are you to consider switching your home landline provider again in the future?

Base: All adults responsible for deciding provider and changed in the last 6 months - Landline

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)					
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)	
Unweighted Base	214	2	31	20	18	26	13	31	20	24	12	13	4	70	87	57	188	214	177	165	
Weighted Base	205	2**	28**	16**	16**	27**	11**	30**	23**	23**	12**	13**	4**	63*	84*	58*	183	205	173	167	
Very likely	(2)	23 11%	- -	3 11%	4 26%	1 6%	4 16%	3 23%	- -	3 11%	1 3%	2 16%	- -	2 58%	10 15%	7 8%	6 10%	20 11%	23 11%	19 11%	20 12%
Likely	(1)	29 14%	2 100%	6 20%	3 17%	3 21%	3 10%	1 12%	1 3%	4 16%	4 18%	1 11%	1 6%	1 20%	12 19%	8 10%	9 16%	29 16%	29 14%	28 16%	28 17%
Neither likely nor unlikely	(0)	31 15%	- -	3 10%	2 14%	1 9%	2 6%	1 5%	7 25%	4 16%	3 14%	3 28%	5 38%	- -	10 16%	14 16%	8 13%	28 15%	31 15%	27 16%	29 18%
Unlikely	(-1)	53 26%	- -	4 14%	4 25%	7 43%	7 28%	1 13%	8 26%	6 26%	7 31%	4 33%	5 37%	- -	13 20%	26 31%	15 26%	47 26%	53 26%	45 26%	41 24%
Very unlikely	(-2)	59 29%	- -	11 39%	2 13%	2 13%	11 41%	4 40%	11 37%	7 28%	7 31%	1 12%	2 13%	1 22%	16 25%	25 30%	18 32%	52 28%	59 29%	47 27%	45 27%
Net: Likely		52 25%	2 100%	9 32%	7 42%	4 28%	7 25%	4 35%	1 3%	6 27%	5 22%	3 27%	1 78%	3 34%	15 18%	15 26%	50 27%	52 25%	47 27%	48 29%	
Net: Unlikely		113 55%	- -	15 53%	6 38%	9 56%	18 69%	6 53%	19 63%	13 55%	14 61%	5 45%	6 50%	1 22%	28 45%	51 61%	33 57%	99 54%	113 55%	92 53%	86 52%
Don't know		9 4%	- -	1 5%	1 5%	1 8%	- -	1 6%	2 8%	1 3%	1 3%	- -	1 6%	- -	3 5%	4 4%	2 3%	6 3%	9 4%	6 4%	4 2%
Mean score		-0.50	1.00	-0.51	0.18	-0.37	-0.68	-0.38	-1.07	-0.47	-0.69	-0.14	-0.60	0.91	-0.21	-0.68	-0.54	-0.46	-0.50	-0.43	-0.39
Standard deviation		1.36	-	1.52	1.48	1.22	1.50	1.77	0.92	1.38	1.23	1.31	0.84	1.85	1.44	1.27	1.38	1.36	1.36	1.36	1.37
Standard error		0.10	-	0.28	0.34	0.30	0.29	0.51	0.17	0.32	0.26	0.38	0.24	0.93	0.18	0.14	0.19	0.10	0.10	0.10	0.11

## Switching Omnibus Survey: April/May 2009

Q.26 How likely are you to consider switching your home landline provider again in the future?

Base: All adults responsible for deciding provider and changed in the last 6 months - Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	214	43	9	43	48	15	12	9	1	2	76	111	-	-
Weighted Base	205	41*	9**	42*	48*	18**	11**	7**	1**	2**	82*	100*	-**	-**
Very likely	(2)	23 11%	3 8%	-	7 16%	6 13%	1 5%	1 11%	2 24%	-	11 13%	9 9%	-	-
Likely	(1)	29 14%	7 17%	1 8%	4 10%	8 17%	4 22%	- 13%	1 100%	1	12 15%	16 16%	-	-
Neither likely nor unlikely	(0)	31 15%	4 10%	2 17%	5 13%	8 18%	3 15%	4 42%	1 10%	1	15 18%	14 14%	-	-
Unlikely	(-1)	53 26%	9 22%	5 53%	13 32%	7 14%	7 41%	3 27%	1 18%	-	21 25%	26 26%	-	-
Very unlikely	(-2)	59 29%	16 39%	2 22%	11 27%	16 34%	3 17%	1 7%	2 34%	-	22 27%	30 30%	-	-
Net: Likely		52 25%	10 25%	1 8%	11 26%	14 30%	5 27%	1 11%	3 37%	1 100%	23 28%	26 26%	-	-
Net: Unlikely		113 55%	25 61%	7 75%	25 59%	23 48%	10 58%	4 34%	4 52%	-	43 52%	56 56%	-	-
Don't know		9 4%	2 4%	-	1 2%	2 5%	-	1 13%	-	-	2 2%	4 4%	-	-
Mean score		-0.50	-0.68	-0.90	-0.45	-0.40	-0.42	-0.23	-0.26	1.00	-0.46	-0.38	-0.54	-
Standard deviation		1.36	1.39	0.88	1.43	1.47	1.19	1.09	1.74	-	1.38	1.35	-	-
Standard error		0.10	0.22	0.29	0.22	0.22	0.31	0.34	0.58	-	0.16	0.13	-	-

## Switching Omnibus Survey: April/May 2009

Q.26 How likely are you to consider switching your home landline provider again in the future?

Base: All adults responsible for deciding provider and changed in the last 6 months - Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)			
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)	
Unweighted Base	214	-	3	4	1	-	1	-	-	1	3	4	2	61	65	37	19	5	49	19	4	
Weighted Base	205	**	3**	5**	1**	**	1**	**	**	1**	3**	5**	2**	60*	64*	35*	18**	4**	55*	16**	3**	
Very likely	(2)	23 11%	- 23%	1 45%	2 -	- -	- -	- -	- -	- -	- -	1 16%	2 100%	9 15%	7 11%	1 3%	5 29%	- -	11 20%	2 15%	- -	
Likely	(1)	29 14%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	11 19%	6 9%	4 11%	3 14%	1 19%	6 10%	2 13%	- -	
Neither likely nor unlikely	(0)	31 15%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 12%	10 16%	3 10%	4 24%	1 35%	7 12%	2 12%	2 53%	
Unlikely	(-1)	53 26%	- 30%	1 28%	1 100%	- -	1 100%	- -	- -	1 100%	2 62%	2 51%	- -	12 19%	21 33%	13 36%	2 11%	1 33%	12 22%	6 38%	1 22%	
Very unlikely	(-2)	59 29%	- 47%	2 26%	1 -	- -	- -	- -	- -	- -	1 38%	2 33%	- -	19 32%	20 31%	12 33%	4 21%	1 13%	19 34%	3 16%	1 25%	
Net: Likely		52 25%	- 23%	1 45%	2 -	- -	- -	- -	- -	- -	- -	1 16%	2 100%	21 34%	13 21%	5 14%	8 43%	1 19%	17 30%	5 28%	- -	
Net: Unlikely		113 55%	- 77%	3 55%	3 100%	1 -	1 100%	- -	- -	1 100%	3 100%	4 84%	- -	31 51%	41 64%	25 69%	6 33%	2 46%	31 56%	9 55%	1 47%	
Don't know		9 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	2 7%	- -	- -	1 1%	1 5%	- -	
Mean score		-0.50	-	-0.78	0.10	-1.00	-	-1.00	-	-	-1.00	-1.38	-0.85	2.00	-0.35	-0.62	-0.92	0.17	-0.40	-0.41	-0.30	-0.72
Standard deviation		1.36	-	1.90	1.99	-	-	-	-	-	0.58	1.50	0.00	1.50	1.32	1.12	1.53	1.07	1.55	1.38	1.01	
Standard error		0.10	-	1.10	0.99	-	-	-	-	-	0.33	0.75	0.00	0.20	0.16	0.19	0.35	0.48	0.22	0.32	0.50	

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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

## Switching Omnibus Survey: April/May 2009

Q.27 You mentioned that you are likely to consider switching your home landline provider in the future, how likely are you to keep your existing number if you switched provider?

Base: All adults responsible for deciding provider who changed in the last 6 months and likely to change again - Landline

		SEX		AGE						SOCIAL CLASS				SOCIAL CLASS		WORKING STATUS			
		Total	Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base		50	24	26	3	10	12	10	11	4	14	15	9	12	29	21	25	5	20
Weighted Base		52*	27**	25**	4**	10**	13**	10**	12**	3**	18**	17**	8**	9**	35**	17**	28**	5**	20**
Very likely	(2)	40	22	18	3	6	9	9	9	3	13	17	5	5	30	10	21	3	15
		77%	82%	71%	84%	62%	67%	92%	81%	100%	73%	84%	63%	61%	84%	62%	78%	76%	76%
Likely	(1)	8	3	6	1	2	2	1	2	-	3	-	2	3	3	5	3	1	4
		16%	10%	22%	16%	22%	18%	8%	19%	-	19%	-	27%	31%	9%	29%	11%	24%	20%
Neither likely nor unlikely	(0)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-
		2%	-	4%	-	9%	-	-	-	-	-	5%	-	-	3%	-	3%	-	-
Unlikely	(-1)	2	1	1	-	-	2	-	-	-	1	-	-	1	1	1	1	-	1
		4%	5%	3%	-	-	16%	-	-	-	8%	-	-	8%	4%	4%	5%	-	4%
Very unlikely	(-2)	1	1	-	-	1	-	-	-	-	-	-	1	-	-	1	1	-	-
		1%	3%	-	-	7%	-	-	-	-	-	-	9%	-	5%	3%	-	-	
Net: Likely		48	25	24	4	9	11	10	12	3	16	17	8	8	33	15	25	5	19
		93%	92%	94%	100%	84%	84%	100%	100%	100%	92%	95%	91%	84%	93%	91%	89%	100%	96%
Net: Unlikely		3	2	1	-	1	2	-	-	-	1	-	1	1	1	1	2	-	1
		5%	8%	3%	-	7%	16%	-	-	-	8%	-	9%	8%	9%	8%	-	4%	
Mean score		1.63	1.63	1.62	1.84	1.31	1.36	1.92	1.81	2.00	1.58	1.90	1.35	1.45	1.74	1.40	1.56	1.76	1.69
Standard deviation		0.84	0.96	0.70	0.42	1.19	1.12	0.29	0.41	0.00	0.87	0.46	1.25	0.91	0.71	1.05	0.99	0.48	0.67
Standard error		0.12	0.20	0.14	0.24	0.38	0.32	0.09	0.12	0.00	0.23	0.12	0.42	0.26	0.13	0.23	0.20	0.22	0.15

## Switching Omnibus Survey: April/May 2009

Q.27 You mentioned that you are likely to consider switching your home landline provider in the future, how likely are you to keep your existing number if you switched provider?

Base: All adults responsible for deciding provider who changed in the last 6 months and likely to change again - Landline

	Total	GOVERNMENT REGION											GOVERNMENT REGION								PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)				
Unweighted Base	50	2	9	7	5	7	4	1	5	4	2	1	3	22	15	13	48	50	45	45				
Weighted Base	52*	2**	9**	7**	4**	7**	4**	1**	6**	5**	3**	1**	3**	22**	15**	15**	50*	52*	47*	48*				
Very likely	(2)	40	2	6	7	4	4	3	1	3	3	3	1	2	18	12	10	38	40	36	38			
		77%	100%	67%	100%	88%	66%	83%	100%	54%	64%	100%	74%	83%	81%	65%	76%	77%	76%	79%				
Likely	(1)	8	-	2	-	1	1	1	-	2	2	-	1	3	1	4	8	8	8	7				
		16%	-	25%	-	12%	10%	17%	-	24%	36%	-	26%	14%	8%	26%	17%	16%	17%	15%				
Neither likely nor unlikely	(0)	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	1	1	1				
		2%	-	-	-	14%	-	-	-	-	-	-	-	-	6%	-	2%	2%	2%	2%				
Unlikely	(-1)	2	-	-	-	1	-	-	1	-	-	-	-	-	1	1	2	2	2	2				
		4%	-	-	-	10%	-	-	22%	-	-	-	-	-	5%	9%	4%	4%	4%	4%				
Very unlikely	(-2)	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-				
		1%	-	9%	-	-	-	-	-	-	-	-	-	4%	-	-	2%	1%	-	-				
Net: Likely		48	2	8	7	4	5	4	1	5	5	3	1	3	21	14	14	46	48	44	45			
		93%	100%	91%	100%	76%	100%	100%	78%	100%	100%	100%	100%	96%	89%	91%	92%	93%	94%	94%				
Net: Unlikely		3	-	1	-	1	-	-	1	-	-	-	-	1	1	1	3	3	2	2				
		5%	-	9%	-	10%	-	-	22%	-	-	-	-	4%	5%	9%	6%	5%	4%	4%				
<b>Mean score</b>		<b>1.63</b>	<b>2.00</b>	<b>1.41</b>	<b>2.00</b>	<b>1.88</b>	<b>1.31</b>	<b>1.83</b>	<b>2.00</b>	<b>1.09</b>	<b>1.64</b>	<b>2.00</b>	<b>1.74</b>	<b>1.72</b>	<b>1.66</b>	<b>1.46</b>	<b>1.61</b>	<b>1.63</b>	<b>1.65</b>	<b>1.68</b>				
<b>Standard deviation</b>		<b>0.84</b>	<b>-</b>	<b>1.19</b>	<b>0.00</b>	<b>0.37</b>	<b>1.14</b>	<b>0.44</b>	<b>-</b>	<b>1.30</b>	<b>0.53</b>	<b>0.00</b>	<b>-</b>	<b>0.54</b>	<b>0.81</b>	<b>0.81</b>	<b>0.93</b>	<b>0.85</b>	<b>0.84</b>	<b>0.74</b>	<b>0.73</b>			
<b>Standard error</b>		<b>0.12</b>	<b>-</b>	<b>0.40</b>	<b>0.00</b>	<b>0.17</b>	<b>0.43</b>	<b>0.22</b>	<b>-</b>	<b>0.58</b>	<b>0.27</b>	<b>0.00</b>	<b>-</b>	<b>0.31</b>	<b>0.17</b>	<b>0.21</b>	<b>0.26</b>	<b>0.12</b>	<b>0.12</b>	<b>0.11</b>	<b>0.11</b>			

## Switching Omnibus Survey: April/May 2009

Q.27 You mentioned that you are likely to consider switching your home landline provider in the future, how likely are you to keep your existing number if you switched provider?

Base: All adults responsible for deciding provider who changed in the last 6 months and likely to change again - Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgin Mdia (f)	Tesco (g)	Carphone Warehouse (h)	Other (i)	Mntly (j)	Prepay (k)	All in-one (l)	Other (m)	
Unweighted Base	50	11	1	9	14	4	1	3	1	-	19	28	-	-	
Weighted Base	52*	10**	1**	11**	14**	5**	1**	3**	1**	-**	23**	26**	-**	-**	
Very likely	(2)	40	9	1	7	10	3	1	3	1	-	18	19	-	-
		77%	84%	100%	64%	73%	69%	100%	100%	100%	-	78%	73%	-	-
Likely	(1)	8	-	-	2	4	2	-	-	-	-	2	6	-	-
		16%	-	-	16%	27%	31%	-	-	-	-	9%	24%	-	-
Neither likely nor unlikely	(0)	1	1	-	-	-	-	-	-	-	-	1	-	-	-
		2%	9%	-	-	-	-	-	-	-	-	4%	-	-	-
Unlikely	(-1)	2	1	-	1	-	-	-	-	-	-	1	1	-	-
		4%	7%	-	13%	-	-	-	-	-	-	6%	3%	-	-
Very unlikely	(-2)	1	-	-	1	-	-	-	-	-	-	1	-	-	-
		1%	-	-	7%	-	-	-	-	-	-	3%	-	-	-
Net: Likely		48	9	1	9	14	5	1	3	1	-	20	25	-	-
		93%	84%	100%	80%	100%	100%	100%	100%	100%	-	87%	97%	-	-
Net: Unlikely		3	1	-	2	-	-	-	-	-	-	2	1	-	-
		5%	7%	-	20%	-	-	-	-	-	-	9%	3%	-	-
Mean score		1.63	1.62	2.00	1.16	1.73	1.69	2.00	2.00	2.00	-	1.52	1.68	-	-
Standard deviation		0.84	0.96	-	1.40	0.46	0.52	-	0.00	-	-	1.07	0.63	-	-
Standard error		0.12	0.29	-	0.47	0.12	0.26	-	0.00	-	-	0.24	0.12	-	-

## Switching Omnibus Survey: April/May 2009

Q.27 You mentioned that you are likely to consider switching your home landline provider in the future, how likely are you to keep your existing number if you switched provider?

Base: All adults responsible for deciding provider who changed in the last 6 months and likely to change again - Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehouse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	50	-	1	2	-	-	-	-	-	-	1	2	19	12	5	8	1	13	6	-	
Weighted Base	52*	-**	1**	2**	-**	-**	-**	-**	-**	-**	1**	2**	21**	13**	5**	8**	1**	17**	5**	-**	
Very likely	(2)	40	1	1	-	-	-	-	-	-	1	1	16	12	4	5	-	15	3	-	
		77%	100%	66%	-	-	-	-	-	-	100%	66%	77%	89%	78%	69%	-	91%	67%	-	
Likely	(1)	8	-	-	-	-	-	-	-	-	-	-	4	-	1	2	1	2	1	-	
		16%	-	-	-	-	-	-	-	-	-	-	19%	-	22%	31%	100%	9%	18%	-	
Neither likely nor unlikely	(0)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unlikely	(-1)	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	
		4%	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	16%	-	
Very unlikely	(-2)	1	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
		1%	-	34%	-	-	-	-	-	-	-	34%	4%	-	-	-	-	-	-	-	
Net: Likely	48	-	1	1	-	-	-	-	-	-	1	1	20	12	5	8	1	17	4	-	
	93%	-	100%	66%	-	-	-	-	-	-	100%	66%	96%	89%	100%	100%	100%	100%	84%	-	
Net: Unlikely	3	-	-	1	-	-	-	-	-	-	-	1	1	1	-	-	-	-	1	-	
	5%	-	-	34%	-	-	-	-	-	-	-	34%	4%	-	-	-	-	-	16%	-	
Mean score	1.63	-	2.00	0.63	-	-	-	-	-	-	2.00	0.63	1.66	1.68	1.78	1.69	1.00	1.91	1.36	-	
Standard deviation	0.84	-	-	2.55	-	-	-	-	-	-	-	2.55	0.84	0.96	0.46	0.50	-	0.30	1.22	-	
Standard error	0.12	-	-	1.81	-	-	-	-	-	-	-	1.81	0.19	0.28	0.21	0.18	-	0.08	0.50	-	



## Switching Omnibus Survey: April/May 2009

Q.28 Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	214	99	115	10	31	47	37	35	54	44	62	42	66	106	108	85	28	101	
Weighted Base	205	100*	105	13**	33**	50*	35*	35*	38*	50*	69*	40*	46*	119*	86	96*	25**	83*	
Up to £30 per quarter (Up to £10 per month)	60	33	27	4	13	16	8	9	10	15	22	13	10	37	23	33	4	23	
	30%	33%	26%	34%	40%	33%	23%	24%	25%	30%	33%	31%	23%	32%	27%	34%	16%	28%	
£31-£50 per quarter (£11-£17 per month)	64	35	28	7	10	14	13	8	12	14	25	12	13	39	25	30	10	24	
	31%	35%	27%	53%	31%	27%	36%	23%	32%	27%	37%	29%	29%	33%	29%	32%	39%	28%	
£51-£70 per quarter (£18-£23 per month)	35	15	20	2	3	10	7	9	5	6	9	9	10	16	20	17	7	12	
	17%	15%	19%	13%	9%	19%	20%	27%	12%	13%	13%	24%	23%	13%	23%	18%	27%	14%	
£71-£100 per quarter (£24-£33 per month)	18	6	12	-	3	5	3	6	1	5	6	4	3	11	7	8	2	8	
	9%	6%	12%	-	8%	9%	9%	17%	4%	9%	9%	10%	7%	9%	8%	9%	7%	10%	
More than £100 per quarter (More than £33 per month)	4	4	1	-	-	1	1	-	1	1	1	-	2	2	2	2	-	2	
	2%	4%	1%	-	-	3%	4%	-	3%	3%	1%	-	4%	2%	2%	2%	-	2%	
Don't know	23	7	16	-	4	4	3	3	9	9	5	2	7	14	9	5	3	15	
	11%	7%	15%	-	12%	8%	8%	8%	24%	18%	7%	6%	14%	12%	10%	5%	12%	18%	

## Switching Omnibus Survey: April/May 2009

Q.28 Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	214	2	31	20	18	26	13	31	20	24	12	13	4	70	87	57	188	214	177	165
Weighted Base	205	2**	28**	16**	16**	27**	11**	30**	23**	23**	12**	13**	4**	63*	84*	58*	183	205	173	167
Up to £30 per quarter (Up to £10 per month)	60 30%	1 47%	12 41%	7 41%	1 3%	7 26%	3 26%	6 19%	10 43%	7 29%	4 39%	2 14%	2 58%	23 37%	17 21%	20 34%	57 31%	60 30%	54 31%	50 30%
£31-£50 per quarter (£11-£17 per month)	64 31%	-	6 20%	4 22%	6 41%	12 46%	3 31%	9 30%	8 36%	8 34%	5 46%	2 14%	-	11 17%	33 39m	20 34%	57 31%	64 31%	54 31%	53 32%
£51-£70 per quarter (£18-£23 per month)	35 17%	-	4 13%	3 19%	6 36%	2 9%	1 6%	6 20%	3 14%	4 18%	-	6 44%	1 22%	13 21%	14 17%	8 14%	31 17%	35 17%	30 17%	28 17%
£71-£100 per quarter (£24-£33 per month)	18 9%	-	6 21%	-	1 3%	3 10%	2 14%	3 9%	1 4%	2 9%	-	1 10%	-	7 11%	6 7%	5 8%	15 8%	18 9%	15 9%	14 9%
More than £100 per quarter (More than £33 per month)	4 2%	-	-	-	-	-	1 12%	1 2%	-	-	-	1 12%	1 20%	2 4%	1 1%	1 2%	4 2%	4 2%	4 2%	4 3%
Don't know	23 11%	1 53%	1 5%	3 18%	3 16%	2 9%	1 12%	6 19%	1 3%	2 10%	2 16%	1 6%	-	6 10%	12 15%	4 8%	18 10%	23 11%	17 10%	18 11%

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o - p/q/r/s

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

## Switching Omnibus Survey: April/May 2009

Q.28 Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virg Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	214	43	9	43	48	15	12	9	1	2	76	111	-	-
Weighted Base	205	41*	9**	42*	48*	18**	11**	7**	1**	2**	82*	100*	-**	-**
Up to £30 per quarter (Up to £10 per month)	60 30%	10 25%	-	18 44%	14 29%	8 46%	3 25%	1 20%	1 100%	1 54%	28 34%	29 29%	-	-
£31-£50 per quarter (£11-£17 per month)	64 31%	13 32%	4 46%	13 31%	12 26%	9 48%	2 20%	3 41%	-	-	28 34%	29 29%	-	-
£51-£70 per quarter (£18-£23 per month)	35 17%	8 20%	4 43%	2 5%	11 23%	1 5%	3 25%	2 24%	-	-	10 13%	21 21%	-	-
£71-£100 per quarter (£24-£33 per month)	18 9%	3 8%	1 11%	2 5%	5 11%	-	2 19%	1 14%	-	-	5 6%	9 9%	-	-
More than £100 per quarter (More than £33 per month)	4 2%	1 2%	-	3 7%	1 2%	-	-	-	-	-	1 2%	3 3%	-	-
Don't know	23 11%	6 14%	-	3 8%	4 8%	-	1 12%	-	-	1 46%	9 11%	8 8%	-	-

## Switching Omnibus Survey: April/May 2009

Q.28 Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service?

Base: All adults responsible for deciding provider and changed in the last 6 months- Landline

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	214	-	3	4	1	-	1	-	-	1	3	4	2	61	65	37	19	5	49	19	4
Weighted Base	205	**	3**	5**	1**	**	1**	**	**	1**	3**	5**	2**	60*	64*	35*	18**	4**	55*	16**	3**
Up to £30 per quarter (Up to £10 per month)	60	-	1	1	-	-	-	-	-	-	-	1	1	60	-	-	-	-	21	6	1
	30%	-	23%	16%	-	-	-	-	-	-	-	16%	34%	100%no	-	-	-	-	38%	39%	40%
£31-£50 per quarter (£11-£17 per month)	64	-	3	1	1	-	-	-	-	-	1	3	1	-	64	-	-	-	20	4	2
	31%	-	77%	30%	100%	-	-	-	-	-	42%	54%	66%	-	100%mo	-	-	-	36%	22%	60%
£51-£70 per quarter (£18-£23 per month)	35	-	-	-	-	-	1	-	-	-	1	-	-	-	35	-	-	-	8	2	-
	17%	-	-	-	-	-	100%	-	-	-	20%	-	-	-	100%mn	-	-	-	14%	15%	-
£71-£100 per quarter (£24-£33 per month)	18	-	-	3	-	-	-	-	-	-	1	1	-	-	-	18	-	-	5	1	-
	9%	-	-	55%	-	-	-	-	-	-	38%	30%	-	-	-	100%	-	-	9%	6%	-
More than £100 per quarter (More than £33 per month)	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	1	1	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	1%	5%	-
Don't know	23	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	2	-
	11%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	2%	13%	-

## Q.29 Have you changed your internet service provider in the last six months?

Base: All adults responsible for deciding provider - Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	2115	1086	1029	142	374	531	396	370	302	497	605	445	568	1102	1013	978	301	836	
Weighted Base	2142	1144	999	165	404	583	403	374	213	565	717	432	429	1281	861	1106	307	730	
Yes - in the last 3 months	74 3%	36 3%	39 4%	4 2%	18 4%	18 3%	17 4%	13 4%	4 2%	22 4%	25 4%	12 3%	16 4%	47 4%	27 3%	40 4%	11 4%	23 3%	
Yes - 3-6 months ago	93 4%	49 4%	45 4%	13 8%h	16 4%	27 5%	13 3%	21 5%	4 2%	17 3%	34 5%	21 5%	21 5%	51 4%	43 5%	46 4%	11 4%	36 5%	
No - not changed in last six months	1969 92%	1057 92%	912 91%	147 89%	371 92%	536 92%	373 92%	339 91%	203 95%	526 93%	657 92%	397 92%	388 91%	1183 92%	786 91%	1019 92%	284 93%	666 91%	
Net: Yes	168 8%	84 7%	83 8%	18 11%h	34 8%	46 8%	30 7%	34 9%h	7 3%	39 7%	59 8%	33 8%	37 9%	98 8%	70 8%	86 8%	23 7%	59 8%	
Don't know	6 *	2 *	4 *	- -	- -	1 *	1 *	1 *	3 1%	- -	1 *	2 1%	3 1%	1 *	5 1%	1 *	- -	5 1%	

## Q.29 Have you changed your internet service provider in the last six months?

Base: All adults responsible for deciding provider - Internet

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	2115	89	224	156	169	170	187	207	290	304	105	154	60	683	651	781	1957	1934	1783	2115
Weighted Base	2142	92*	221	152	163	168	193	207	315	318	98*	157	57*	680	636	826	1988	1960	1796	2142
Yes - in the last 3 months	74 3%	3 4%	6 2%	9 6%	4 3%	10 6%	5 3%	8 4%	9 3%	7 2%	4 4%	6 4%	3 6%	27 4%	27 4%	21 3%	67 3%	64 3%	60 3%	74 3%
Yes - 3-6 months ago	93 4%	4 5%	11 5%	4 2%	3 2%	9 5%	8 4%	18 9% <i>dhk</i>	9 3%	17 5%	6 6%	3 2%	1 1%	23 3%	36 6%	34 4%	84 4%	86 4%	80 4%	93 4%
No - not changed in last six months	1969 92%	85 92%	203 92%	139 92%	155 95%	149 89%	180 93%	180 87%	296 94% <i>g</i>	293 92%	88 89%	146 93%	53 93%	627 92%	572 90%	770 93%	1832 92%	1804 92%	1650 92%	1969 92%
Net: Yes	168 8%	8 8%	17 8%	13 8%	8 5%	19 11%	13 7%	26 13% <i>h</i>	18 6%	24 8%	10 10%	9 6%	4 7%	50 7%	62 10%	55 7%	151 8%	150 8%	141 8%	168 8%
Don't know	6 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 *	1 1%	2 1%	- -	3 *	1 *	1 *	6 *	6 *	5 *	6 *

## Q.29 Have you changed your internet service provider in the last six months?

Base: All adults responsible for deciding provider - Internet

	Total	MOBILE PROVIDER (Q1)								MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	2115	434	261	407	484	120	121	49	13	26	938	984	14	5
Weighted Base	2142	440	267	420	490	135	121	45*	13**	23**	1023	931	14**	6**
Yes - in the last 3 months	74 3%	15 4%	6 2%	14 3%	17 4%	8 6%	3 2%	2 4%	-	1 3%	40 4%	27 3%	-	-
Yes - 3-6 months ago	93 4%	20 5%	10 4%	21 5%	25 5%	4 3%	1 1%	1 2%	1 7%	-	45 4%	40 4%	-	-
No - not changed in last six months	1969 92%	403 92%	251 94%	383 91%	446 91%	123 91%	117 96%	42 94%	12 93%	22 97%	938 92%	860 92%	14 100%	6 100%
Net: Yes	168 8%	36 8%	16 6%	35 8%	42 9%	12 9%	4 3%	3 6%	1 7%	1 3%	84 8%	67 7%	-	-
Don't know	6 *	1 *	-	1 *	2 *	-	1 1%	-	-	-	1 *	4 *	-	-

## Q.29 Have you changed your internet service provider in the last six months?

Base: All adults responsible for deciding provider - Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	2115	22	18	18	15	8	6	1	2	3	37	35	20	47	51	27	15	5	83	52	8
Weighted Base	2142	23**	18**	19**	17**	8**	6**	1**	2**	3**	38*	36*	22**	50*	53*	28**	14**	4**	89*	52*	8**
Yes - in the last 3 months	74 3%	2 10%	2 13%	-	1 7%	1 10%	-	-	-	1 33%	2 4%	4 12%	1 4%	12 23%	15 28%	3 12%	1 7%	-	35 39%	28 55%	5 60%
Yes - 3-6 months ago	93 4%	-	2 8%	4 21%	1 8%	-	-	-	-	-	3 7%	3 8%	1 7%	19 38%	11 21%	9 32%	5 36%	1 31%	54 61%	24 45%	3 40%
No - not changed in last six months	1969 92%	21 90%	14 78%	15 79%	14 84%	7 90%	6 100%	1 100%	2 100%	2 67%	34 89%	29 80%	20 89%	19 38%	27 51%	16 56%	7 51%	3 69%	-	-	-
Net: Yes	168 8%	2 10%	4 22%	4 21%	3 16%	1 10%	-	-	-	1 33%	4 11%	7 20%	2 11%	30 61%	26 49%	12 44%	6 43%	1 31%	89 100%	52 100%	8 100%
Don't know	6 *	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	1 6%	-	-	-	-



## Q.30 Have you considered changing your internet service provider in the last six months?

Base: All adults responsible for deciding provider and not changed in the last 6 months- Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	1951	1010	941	126	343	486	367	337	292	464	558	411	518	1022	929	901	278	772	
Weighted Base	1975	1059	915	147	371	537	373	340	206	526	658	400	391	1184	791	1020	284	671	
Yes - in the last 3 months	102 5%	53 5%	49 5%	11 7%	8 2%	25 5%	36 10% <sup>deh</sup>	16 5%	6 3%	35 7% <sup>l</sup>	37 6%	20 5%	11 3%	71 6%	31 4%	54 5%	13 5%	35 5%	
Yes - 3-6 months ago	73 4%	42 4%	31 3%	1 1%	16 4%	20 4%	17 5%	15 4%	4 2%	29 5% <sup>l</sup>	23 4%	17 4% <sup>l</sup>	4 1%	52 4%	21 3%	46 5%	12 4%	14 2%	
No - never considered changing internet service provider	1784 90%	959 90%	826 90%	134 91%	343 92% <sup>f</sup>	491 91% <sup>f</sup>	317 85%	307 90%	193 93% <sup>f</sup>	460 87%	595 90%	359 90%	371 95% <sup>ij</sup>	1054 89%	730 92%	913 90%	257 90%	614 92%	
Net: Yes	175 9%	95 9%	80 9%	12 8%	24 7%	45 8%	53 14% <sup>deh</sup>	31 9%	10 5%	63 12% <sup>l</sup>	60 9% <sup>l</sup>	37 9% <sup>l</sup>	15 4%	123 10% <sup>n</sup>	52 7%	101 10%	25 9%	49 7%	
Don't know	15 1%	6 1%	10 1%	2 1%	4 1%	1 *	3 1%	3 1%	3 2% <sup>e</sup>	3 1%	3 1%	3 1%	5 1%	7 1%	9 1%	6 1%	2 1%	7 1%	

## Q.30 Have you considered changing your internet service provider in the last six months?

Base: All adults responsible for deciding provider and not changed in the last 6 months- Internet

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	1951	82	207	143	160	152	174	181	275	280	96	145	56	633	589	729	1809	1787	1645	1951
Weighted Base	1975	85*	204	139	155	150	180	180	297	294	88*	148	53*	630	574	771	1837	1810	1656	1975
Yes - in the last 3 months	102 5%	6 7%	9 4%	2 1%	10 6%	5 3%	14 8% <sup>c</sup>	6 3%	8 3%	28 9% <sup>ch</sup>	1 2%	9 6%	5 10% <sup>c</sup>	31 5%	22 4%	49 6%	91 5%	91 5%	87 5%	102 5%
Yes - 3-6 months ago	73 4%	4 5%	12 6% <sup>h</sup>	7 5%	3 2%	9 6% <sup>h</sup>	5 3%	11 6% <sup>h</sup>	3 1%	10 3%	- -	6 4%	2 4%	31 5%	23 4%	19 2%	67 4%	68 4%	56 3%	73 4%
No - never considered changing internet service provider	1784 90%	73 86%	184 90%	130 94%	143 92%	135 90%	160 89%	163 90%	280 94% <sup>i</sup>	255 87%	86 98% <sup>gai</sup>	130 87%	46 86%	562 89%	526 92%	696 90%	1665 91%	1636 90%	1503 91%	1784 90%
Net: Yes	175 9%	10 12% <sup>h</sup>	20 10% <sup>h</sup>	9 6%	13 8%	14 9%	19 11% <sup>h</sup>	17 9%	11 4%	38 13% <sup>hj</sup>	1 2%	16 11% <sup>h</sup>	7 14% <sup>hj</sup>	62 10%	45 8%	68 9%	158 9%	160 9%	143 9%	175 9%
Don't know	15 1%	2 3%	- -	- -	- -	1 *	1 *	1 1%	6 2%	1 *	1 1%	3 2%	- -	5 1%	3 *	7 1%	14 1%	14 1%	9 1%	15 1%

## Q.30 Have you considered changing your internet service provider in the last six months?

Base: All adults responsible for deciding provider and not changed in the last 6 months- Internet

	Total	MOBILE PROVIDER (Q1)								MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	1951	400	245	372	442	109	117	46	12	25	862	912	14	5
Weighted Base	1975	404	251	384	447	123*	117	42*	12**	22**	939	864	14**	6**
Yes - in the last 3 months	102 5%	20 5%	9 3%	21 5%	25 6%	6 5%	7 6%	1 2%	3 22%	-	52 6%	38 4%	-	1 22%
Yes - 3-6 months ago	73 4%	17 4%	5 2%	18 5%	16 4%	5 4%	2 2%	2 5%	-	1 4%	35 4%	30 3%	1 9%	-
No - never considered changing internet service provider	1784 90%	366 91%	236 94%	344 89%	406 91%	108 88%	106 91%	39 94%	8 67%	21 93%	847 90%	788 91%	13 91%	5 78%
Net: Yes	175 9%	37 9%	14 6%	39 10%	41 9%	11 9%	9 8%	3 6%	3 22%	1 4%	87 9%	68 8%	1 9%	1 22%
Don't know	15 1%	1 *	1 *	2 1%	1 *	4 3%ad	2 2%	-	1 10%	1 3%	5 *	7 1%	-	-

## Q.30 Have you considered changing your internet service provider in the last six months?

Base: All adults responsible for deciding provider and not changed in the last 6 months- Internet

	PREVIOUS MOBILE PROVIDER (Q8)										MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
	Total	Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	1951	20	14	15	13	7	6	1	2	2	33	29	18	18	27	14	10	3	-	-	-
Weighted Base	1975	21**	14**	15**	14**	7**	6**	1**	2**	2**	34*	29**	20**	19**	27**	16**	8**	3**	**	**	**
Yes - in the last 3 months	102 5%	1 5%	3 20%	2 13%	1 7%	-	-	-	-	1 53%	3 10%	3 11%	2 8%	-	2 6%	3 16%	1 7%	-	-	-	-
Yes - 3-6 months ago	73 4%	-	-	1 9%	3 18%	-	1 22%	1 100%	-	-	5 16%	-	1 7%	1 6%	2 8%	2 12%	-	-	-	-	-
No - never considered changing internet service provider	1784 90%	19 95%	11 80%	12 78%	10 69%	7 100%	5 78%	-	2 100%	1 47%	25 74%	25 87%	17 86%	16 80%	23 86%	11 72%	8 93%	3 100%	-	-	-
Net: Yes	175 9%	1 5%	3 20%	3 22%	4 25%	-	1 22%	1 100%	-	1 53%	9 26%	3 11%	3 14%	1 6%	4 14%	4 28%	1 7%	-	-	-	-
Don't know	15 1%	-	-	-	1 6%	-	-	-	-	-	-	1 3%	-	3 14%	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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

## Switching Omnibus Survey: April/May 2009

Q.31 You say you have considered changing your internet service provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	162	84	78	8	25	39	49	27	14	55	51	37	19	106	56	87	26	49	
Weighted Base	175	95*	80*	12**	24**	45*	53*	31**	10**	63*	60*	37*	15**	123	52*	101*	25**	49*	
You contacted a new internet service provider to enquire about switching	23 13%	15 15%	8 10%	3 28%	3 11%	7 17%	3 6%	6 19%	-	6 10%	8 14%	6 15%	3 19%	14 12%	8 16%	10 10%	2 8%	10 21%	
You contacted your existing internet service provider to enquire about switching	23 13%	12 12%	11 14%	2 15%	6 26%	6 13%	5 10%	3 10%	-	10 15%	6 10%	6 17%	1 5%	16 13%	7 13%	15 15%	3 11%	5 10%	
You contacted a new internet service provider to enquire about switching and then also contacted your existing provider	12 7%	8 9%	4 5%	-	2 10%	3 7%	5 9%	2 5%	-	3 4%	7 11%	2 6%	1 4%	9 7%	3 5%	11 10%	-	2 3%	
Your existing provider contacted YOU regarding renewing your contract	10 6%	5 5%	5 7%	-	1 3%	3 6%	3 6%	3 9%	1 8%	5 8%	3 4%	2 5%	1 4%	7 6%	3 5%	6 6%	1 4%	3 5%	
A new provider contacted YOU regarding switching	10 6%	5 5%	5 6%	1 13%	2 9%	2 3%	3 6%	1 2%	1 6%	4 6%	3 4%	2 5%	1 8%	6 5%	3 6%	6 6%	1 5%	3 5%	
You thought about switching but didn't contact anyone about it	83 48%	38 40%	45 57%	5 44%	8 34%	21 46%	26 50%	15 47%	9 85%	32 50%	28 46%	16 42%	8 55%	59 48%	24 46%	45 44%	13 53%	25 51%	
Other	12 7%	10 11%	2 2%	-	2 7%	4 8%	5 10%	2 5%	-	4 7%	6 10%	1 2%	1 6%	10 9%	2 3%	5 5%	4 18%	2 5%	
Don't know	3 2%	3 3%	-	-	-	-	2 3%	1 3%	-	-	-	3 7%	-	-	3 5%	3 3%	-	-	

## Switching Omnibus Survey: April/May 2009

Q.31 You say you have considered changing your internet service provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Internet

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	162	9	18	9	13	13	17	18	9	33	1	15	7	58	45	59	146	146	133	162
Weighted Base	175	10**	20**	9**	13**	14**	19**	17**	11**	38*	1**	16**	7**	62*	45*	68*	158	160	143	175
You contacted a new internet service provider to enquire about switching	23 13%	-	3 15%	-	1 10%	1 9%	5 24%	5 32%	1 6%	4 11%	-	2 16%	-	5 9%	8 17%	9 14%	20 13%	21 13%	20 14%	23 13%
You contacted your existing internet service provider to enquire about switching	23 13%	3 27%	1 7%	2 21%	4 30%	1 8%	5 25%	1 6%	-	6 16%	-	-	-	6 10%	6 13%	11 16%	20 13%	22 14%	18 13%	23 13%
You contacted a new internet service provider to enquire about switching and then also contacted your existing provider	12 7%	-	-	1 9%	1 4%	-	1 3%	-	-	9 24%	-	1 7%	-	2 3%	1 1%	10 14%	10 6%	10 6%	10 7%	12 7%
Your existing provider contacted YOU regarding renewing your contract	10 6%	3 28%	-	2 18%	1 9%	1 8%	1 3%	3 16%	-	-	-	-	-	4 7%	5 11%	1 1%	10 6%	9 6%	8 5%	10 6%
A new provider contacted YOU regarding switching	10 6%	-	1 5%	-	1 7%	2 17%	1 3%	2 9%	1 14%	1 3%	-	-	1 9%	2 3%	5 11%	3 5%	10 6%	10 6%	8 6%	10 6%
You thought about switching but didn't contact anyone about it	83 48%	3 35%	11 55%	4 44%	4 28%	6 44%	8 40%	5 31%	9 80%	16 44%	-	10 65%	6 91%	35 57%	15 33%	33 49%	74 47%	74 46%	66 47%	83 48%
Other	12 7%	1 11%	3 13%	1 9%	-	2 13%	-	1 6%	-	2 4%	1 100%	2 12%	-	6 10%	4 9%	2 2%	12 8%	11 7%	10 7%	12 7%
Don't know	3 2%	-	1 5%	-	2 13%	-	-	-	-	-	-	-	-	1 2%	2 4%	-	3 2%	3 2%	3 2%	3 2%

## Switching Omnibus Survey: April/May 2009

Q.31 You say you have considered changing your internet service provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Internet

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	162	34	13	35	40	9	8	3	2	1	77	67	1	1
Weighted Base	175	37*	14**	39*	41*	11**	9**	3**	3**	1**	87*	68*	1**	1**
You contacted a new internet service provider to enquire about switching	23 13%	3 8%	1 9%	8 22%	1 4%	1 12%	4 40%	1 35%	-	-	12 13%	9 13%	-	-
You contacted your existing internet service provider to enquire about switching	23 13%	5 14%	3 20%	6 15%	5 12%	1 13%	-	-	-	-	14 16%	6 9%	-	-
You contacted a new internet service provider to enquire about switching and then also contacted your existing provider	12 7%	3 8%	-	2 4%	4 9%	2 14%	-	-	-	-	6 7%	4 5%	-	-
Your existing provider contacted YOU regarding renewing your contract	10 6%	-	1 10%	5 12%	2 6%	-	1 14%	-	-	-	4 4%	5 7%	1 100%	-
A new provider contacted YOU regarding switching	10 6%	1 3%	-	5 13%	3 8%	-	-	-	-	-	7 8%	3 4%	-	-
You thought about switching but didn't contact anyone about it	83 48%	20 53%	8 55%	12 32%	21 51%	6 52%	2 18%	2 65%	3 100%	1 100%	37 42%	35 52%	-	1 100%
Other	12 7%	5 14%	1 6%	-	4 10%	1 9%	1 10%	-	-	-	5 6%	7 10%	-	-
Don't know	3 2%	-	-	1 3%	-	-	2 18%	-	-	-	3 3%	-	-	-

## Switching Omnibus Survey: April/May 2009

Q.31 You say you have considered changing your internet service provider in the last six months, which of the following applies?

Base: All adults responsible for deciding provider and considered changing in the last 6 months - Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	162	1	2	3	3	-	1	1	-	1	7	3	2	1	3	3	1	-	-	-	-
Weighted Base	175	1**	3**	3**	4**	-**	1**	1**	-**	1**	9**	3**	3**	1**	4**	4**	1**	-**	-**	-**	-**
You contacted a new internet service provider to enquire about switching	23 13%	-	-	-	1 28%	-	-	1 100%	-	-	1 11%	-	1 45%	-	1 35%	-	-	-	-	-	-
You contacted your existing internet service provider to enquire about switching	23 13%	-	2 55%	-	-	-	1 100%	-	-	-	1 16%	-	2 55%	-	-	-	-	-	-	-	-
You contacted a new internet service provider to enquire about switching and then also contacted your existing provider	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	2 40%	2 42%	1 100%	-	-	-	-	
Your existing provider contacted YOU regarding renewing your contract	10 6%	-	-	-	2 44%	-	-	-	-	-	2 18%	-	-	-	-	-	-	-	-	-	
A new provider contacted YOU regarding switching	10 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
You thought about switching but didn't contact anyone about it	83 48%	1 100%	1 45%	3 100%	1 28%	-	-	-	-	1 100%	5 55%	3 100%	-	-	-	3 58%	-	-	-	-	
Other	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	1 26%	-	-	-	-	-	
Don't know	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	



## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	162	84	78	8	25	39	49	27	14	55	51	37	19	106	56	87	26	49	
Weighted Base	175	95*	80*	12**	24**	45*	53*	31**	10**	63*	60*	37*	15**	123	52*	101*	25**	49*	
Current provider matched or bettered an offer from another provider	20 11%	9 10%	11 13%	1 8%	5 19%	7 15%	5 10%	3 8%	-	6 10%	9 15%	4 11%	1 6%	15 12%	5 10%	12 12%	4 16%	3 7%	
Never received a MAC that I requested	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Difficulties in requesting a MAC	3 2%	1 1%	1 2%	-	1 5%	1 3%	-	-	-	1 2%	1 2%	-	-	3 2%	-	3 3%	-	-	
Current provider is still the best deal\ cheapest\ cheap enough\ wouldn't save enough to warrant switching	11 6%	7 7%	4 5%	-	-	1 2%	2 4%	7 22%	1 7%	5 8%	4 7%	1 3%	1 5%	9 7%	2 3%	3 3%	3 11%	5 11%	
Happy\ satisfied\ content with my current supplier	9 5%	4 4%	5 6%	-	2 8%	2 5%	1 2%	3 10%	-	2 3%	5 8%	2 5%	-	7 6%	2 3%	4 4%	1 3%	4 8%	
Problems\ issues with current provider not sufficiently bad\ frequent to switch	6 3%	3 4%	3 3%	-	1 5%	1 3%	3 6%	-	-	2 4%	4 6%	-	-	6 5%	-	6 6%	-	-	
Worried I couldn't take existing number with me\ might lose my number	3 1%	1 1%	1 2%	-	1 5%	1 3%	-	-	-	3 4%	-	-	-	3 2%	-	3 3%	-	-	
Prefer to stay with trusted\ known provider	3 2%	-	3 3%	-	-	1 2%	-	2 6%	-	-	1 2%	1 2%	1 5%	1 1%	2 3%	-	1 3%	2 4%	
Difficult to make comparisons between providers	5 3%	3 3%	2 3%	-	1 3%	2 3%	2 4%	1 2%	-	3 4%	1 2%	1 2%	1 4%	4 3%	1 3%	5 4%	-	1 1%	
No\ not enough difference between providers	8 4%	6 6%	2 2%	1 13%	1 4%	1 3%	2 3%	2 7%	-	1 2%	5 8%	2 4%	-	6 5%	2 3%	6 6%	-	2 4%	
Too big a risk that something will go wrong in the transition	4 2%	3 3%	2 2%	-	1 6%	1 3%	1 1%	1 3%	-	1 2%	1 2%	1 3%	1 5%	2 2%	2 4%	3 3%	-	2 4%	

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Weighted Base	175	95*	80*	12**	24**	45*	53*	31**	10**	63*	60*	37*	15**	123	52*	101*	25**	49*	
Information available confusing \ couldn't understand technical jargon	1 1%	1 2%	-	1 13%	-	-	-	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	-	
Didn't know enough to be able to make the right choice	5 3%	-	5 6%	-	1 2%	2 3%	2 3%	1 3%	-	3 5%	1 2%	-	1 4%	4 3%	1 1%	3 3%	1 2%	1 2%	
Tied to fixed length contract with my current provider	17 10%	11 11%	6 8%	-	1 3%	4 8%	8 15%	4 12%	1 8%	6 9%	5 8%	6 15%	1 4%	11 9%	6 12%	9 9%	2 9%	5 11%	
Still within my contract period \ would have to pay an early termination charge	6 3%	3 3%	3 4%	-	2 7%	2 5%	2 4%	-	-	-	3 6%	2 4%	1 6%	3 3%	2 5%	5 5%	1 3%	-	
Have a minimum notice period	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	-	
Didn't want to get locked into a fixed contract with new provider	2 1%	2 2%	-	-	-	-	2 3%	-	-	-	-	2 4%	-	-	2 3%	2 2%	-	-	
Too much hassle to set up the new service	26 15%	13 14%	13 16%	5 43%	1 4%	4 9%	5 10%	7 21%	4 37%	8 13%	10 17%	5 14%	2 14%	18 15%	7 14%	13 13%	3 13%	10 20%	
Can't get a reception on any other network where I live	4 2%	4 4%	-	-	-	2 5%	-	2 5%	-	2 2%	-	1 3%	1 6%	2 1%	2 4%	1 1%	-	2 5%	
Cheaper to stay on the same network as my friends\ colleagues\ family \ people I call	4 2%	3 3%	1 1%	2 13%	1 4%	-	1 2%	-	-	3 4%	-	1 2%	-	3 2%	1 2%	2 2%	-	2 3%	
Better handsets available with my current network\ didn't see any other handsets I liked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS		WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Weighted Base	175	95*	80*	12**	24**	45*	53*	31**	10**	63*	60*	37*	15**	123	52*	101*	25**	49*
Current provider offers broadband as part of bundle\combined TV\Broadband\fixed line telephone offer	5 3%	2 3%	3 4%	-	-	2 5%	2 4%	1 3%	-	1 1%	3 6%	1 3%	-	4 3%	1 2%	4 4%	-	1 3%
Too expensive	3 2%	1 1%	2 3%	-	1 4%	2 5%	-	-	-	-	1 2%	2 5%	-	1 1%	2 4%	2 2%	1 4%	-
Too busy / not enough time	9 5%	4 4%	4 6%	-	2 7%	1 3%	5 9%	-	1 6%	3 5%	4 6%	-	2 12%	7 6%	2 3%	6 6%	2 6%	1 2%
Have not decided yet / still thinking about it	11 6%	4 5%	7 8%	-	1 4%	3 6%	5 10%	1 3%	1 14%	5 7%	2 4%	4 10%	1 4%	7 6%	4 8%	5 5%	4 16%	2 4%
Have not got round to it yet	6 3%	3 3%	3 4%	-	1 3%	1 2%	1 2%	2 7%	1 6%	4 6%	-	1 3%	1 6%	4 3%	2 4%	2 2%	1 3%	3 6%
Other	21 12%	12 13%	9 11%	2 15%	2 10%	5 11%	7 12%	4 12%	2 21%	8 12%	8 13%	3 8%	3 17%	16 13%	6 11%	10 10%	4 17%	7 14%
Net: MAC	3 2%	1 1%	1 2%	-	1 5%	1 3%	-	-	-	1 2%	1 2%	-	-	3 2%	-	3 3%	-	-
Don't know	7 4%	4 4%	4 5%	2 20%	1 5%	1 3%	3 5%	-	-	2 2%	3 4%	2 6%	1 9%	4 3%	3 7%	2 2%	-	5 10%

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	162	9	18	9	13	13	17	18	9	33	1	15	7	58	45	59	146	146	133	162
Weighted Base	175	10**	20**	9**	13**	14**	19**	17**	11**	38*	1**	16**	7**	62*	45*	68*	158	160	143	175
Current provider matched or bettered an offer from another provider	20 11%	2 23%	1 5%	2 20%	2 18%	1 6%	1 6%	1 6%	- -	8 20%	- -	1 6%	1 13%	7 11%	4 9%	9 13%	18 11%	18 11%	18 13%	20 11%
Never received a MAC that I requested	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Difficulties in requesting a MAC	3 2%	- -	- -	- -	- -	1 9%	- -	- -	1 13%	- -	- -	- -	- -	- -	1 3%	1 2%	3 2%	3 2%	3 2%	3 2%
Current provider is still the best deal\ cheapest\ cheap enough\ wouldn't save enough to warrant switching	11 6%	- -	1 5%	1 11%	2 16%	1 8%	1 6%	- -	- -	4 10%	- -	- -	1 9%	3 4%	3 7%	5 7%	10 6%	11 7%	10 7%	11 6%
Happy\ satisfied\ content with my current supplier	9 5%	- -	1 5%	2 22%	- -	2 16%	- -	1 9%	- -	1 2%	- -	- -	1 15%	4 7%	4 8%	1 1%	9 5%	9 5%	7 5%	9 5%
Problems\ issues with current provider not sufficiently bad\ frequent to switch	6 3%	1 11%	- -	- -	- -	1 9%	1 6%	- -	1 11%	1 3%	- -	- -	- -	1 2%	1 3%	4 5%	6 4%	6 4%	5 3%	6 3%
Worried I couldn't take existing number with me\ might lose my number	3 1%	- -	- -	- -	- -	1 9%	- -	1 8%	- -	- -	- -	- -	- -	- -	3 6%	- -	3 2%	3 2%	3 2%	3 1%
Prefer to stay with trusted\ known provider	3 2%	- -	- -	- -	1 5%	1 8%	- -	- -	- -	1 2%	- -	- -	- -	- -	2 4%	1 1%	3 2%	3 2%	3 2%	3 2%
Difficult to make comparisons between providers	5 3%	- -	- -	2 20%	- -	- -	- -	- -	1 6%	3 7%	- -	- -	- -	2 3%	- -	3 5%	5 3%	4 3%	3 2%	5 3%
No\ not enough difference between providers	8 4%	- -	- -	- -	2 13%	2 14%	- -	- -	3 24%	- -	- -	1 9%	- -	1 2%	4 8%	3 4%	8 5%	8 5%	6 4%	8 4%

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 & 18)  
 Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o - p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Weighted Base	175	10**	20**	9**	13**	14**	19**	17**	11**	38*	1**	16**	7**	62*	45*	68*	158	160	143	175
Too big a risk that something will go wrong in the transition	4 2%	-	-	-	-	2 16%	-	1 4%	-	1 4%	-	-	-	-	3 7%	1 2%	4 3%	4 3%	3 2%	4 2%
Information available confusing \ couldn't understand technical jargon	1 1%	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	1 2%	1 1%	1 1%	-	1 1%
Didn't know enough to be able to make the right choice	5 3%	-	-	-	-	1 8%	-	1 3%	-	2 4%	-	-	2 22%	2 3%	2 4%	2 2%	5 3%	5 3%	5 3%	5 3%
Tied to fixed length contract with my current provider	17 10%	2 19%	1 5%	-	2 17%	1 8%	5 27%	-	-	3 9%	-	-	2 25%	5 8%	3 7%	9 13%	16 10%	14 9%	14 10%	17 10%
Still within my contract period \ would have to pay an early termination charge	6 3%	-	2 10%	1 9%	-	-	-	-	-	1 3%	-	2 11%	-	5 7%	-	1 2%	6 4%	5 3%	6 4%	6 3%
Have a minimum notice period	1 1%	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	1 2%	1 1%	1 1%	1 1%	1 1%
Didn't want to get locked into a fixed contract with new provider	2 1%	-	-	-	2 13%	-	-	-	-	-	-	-	-	-	2 4%	-	2 1%	2 1%	2 1%	2 1%
Too much hassle to set up the new service	26 15%	1 8%	4 19%	2 18%	1 4%	3 22%	2 8%	3 21%	4 37%	1 3%	-	6 35%	-	12 19%	7 16%	7 10%	25 16%	26 16%	17 12%	26 15%
Can't get a reception on any other network where I live	4 2%	-	-	-	-	-	-	1 5%	-	3 7%	-	-	-	-	1 2%	3 4%	4 2%	4 2%	4 3%	4 2%
Cheaper to stay on the same network as my friends\ colleagues\ family \ people I call	4 2%	-	-	-	-	-	-	-	2 14%	1 2%	-	1 7%	-	1 2%	-	2 4%	1 1%	2 2%	1 1%	4 2%

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	GOVERNMENT REGION													GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)			
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Weighted Base	175	10**	20**	9**	13**	14**	19**	17**	11**	38*	1**	16**	7**	62*	45*	68*	158	160	143	175
Better handsets available with my current network\ didn't see any other handsets I liked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider offers broadband as part of bundle\combined TV\Broadband\fixed line telephone offer	5 3%	-	1 5%	-	-	2 14%	-	-	-	1 2%	1 100%	-	-	1 2%	3 8%	1 1%	5 3%	5 3%	5 4%	5 3%
Too expensive	3 2%	-	1 5%	-	-	-	-	1 6%	-	1 3%	-	-	-	1 2%	1 2%	1 2%	3 2%	3 2%	3 2%	3 2%
Too busy / not enough time	9 5%	3 27%	3 16%	-	-	1 8%	-	1 4%	-	-	-	1 6%	-	7 11%	2 4%	-	9 5%	6 4%	7 5%	9 5%
Have not decided yet / still thinking about it	11 6%	-	1 7%	-	1 7%	-	2 8%	-	1 8%	2 6%	-	3 18%	1 16%	5 9%	1 2%	5 7%	9 6%	9 6%	8 6%	11 6%
Have not got round to it yet	6 3%	-	3 14%	-	1 9%	-	1 3%	1 5%	-	-	-	-	-	3 5%	2 4%	1 1%	5 3%	6 3%	6 4%	6 3%
Other	21 12%	-	1 7%	-	1 10%	1 7%	2 8%	4 26%	-	11 28%	-	1 7%	-	3 4%	7 15%	12 18%	18 11%	20 13%	18 12%	21 12%
Net: MAC	3 2%	-	-	-	-	1 9%	-	-	1 13%	-	-	-	-	-	1 3%	1 2%	3 2%	3 2%	3 2%	3 2%
Don't know	7 4%	1 11%	-	-	-	-	5 26%	1 8%	-	-	-	-	-	1 2%	1 3%	5 7%	5 3%	5 3%	6 4%	7 4%

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	162	34	13	35	40	9	8	3	2	1	77	67	1	1
Weighted Base	175	37*	14**	39*	41*	11**	9**	3**	3**	1**	87*	68*	1**	1**
Current provider matched or bettered an offer from another provider	20 11%	5 13%	1 7%	4 11%	5 12%	2 14%	1 10%	-	-	-	13 15%	5 7%	-	-
Never received a MAC that I requested	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Difficulties in requesting a MAC	3 2%	-	-	-	3 7%	-	-	-	-	-	3 3%	-	-	-
Current provider is still the best deal\ cheapest\ cheap enough\ wouldn't save enough to warrant switching	11 6%	2 5%	1 6%	4 10%	1 2%	-	2 25%	-	-	-	5 6%	4 6%	-	-
Happy\ satisfied\ content with my current supplier	9 5%	3 8%	1 10%	2 5%	2 5%	-	-	-	-	-	4 5%	4 6%	-	-
Problems\ issues with current provider not sufficiently bad\ frequent to switch	6 3%	2 6%	1 9%	1 3%	1 3%	-	-	-	-	-	4 4%	2 3%	-	-
Worried I couldn't take existing number with me\ might lose my number	3 1%	-	-	-	-	1 12%	1 14%	-	-	-	1 1%	-	1 100%	-
Prefer to stay with trusted\ known provider	3 2%	1 3%	-	1 2%	1 2%	-	-	-	-	-	1 1%	2 3%	-	-
Difficult to make comparisons between providers	5 3%	1 2%	-	2 6%	-	-	1 7%	-	2 57%	-	3 3%	2 3%	-	-
No\ not enough difference between providers	8 4%	1 3%	1 8%	-	3 7%	-	3 27%	-	-	-	4 5%	3 5%	-	-
Too big a risk that something will go wrong in the transition	4 2%	2 6%	-	-	-	1 13%	-	1 26%	-	-	1 2%	3 4%	-	-

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virg Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Weighted Base	175	37*	14**	39*	41*	11**	9**	3**	3**	1**	87*	68*	1**	1**
Information available confusing \ couldn't understand technical jargon	1 1%	-	-	-	1 4%	-	-	-	-	-	1 2%	-	-	-
Didn't know enough to be able to make the right choice	5 3%	1 3%	-	-	2 5%	-	-	-	2 57%	-	2 2%	3 5%	-	-
Tied to fixed length contract with my current provider	17 10%	6 16%	1 9%	2 5%	6 15%	-	-	-	-	-	5 6%	10 15%	-	-
Still within my contract period \ would have to pay an early termination charge	6 3%	3 9%	1 6%	-	2 4%	-	-	-	-	-	3 3%	3 4%	-	-
Have a minimum notice period	1 1%	1 3%	-	-	-	-	-	-	-	-	-	1 2%	-	-
Didn't want to get locked into a fixed contract with new provider	2 1%	-	-	-	-	-	2 18%	-	-	-	2 2%	-	-	-
Too much hassle to set up the new service	26 15%	4 11%	1 10%	7 18%	5 12%	2 14%	3 27%	3 100%	-	-	11 13%	13 19%	-	-
Can't get a reception on any other network where I live	4 2%	-	-	2 5%	-	2 14%	-	-	-	-	3 3%	1 1%	-	-
Cheaper to stay on the same network as my friends\ colleagues\ family \ people I call	4 2%	-	-	-	1 2%	-	-	-	-	-	1 1%	-	-	-
Better handsets available with my current network\ didn't see any other handsets I liked	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l/m

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



## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Weighted Base	175	37*	14**	39*	41*	11**	9**	3**	3**	1**	87*	68*	1**	1**
Current provider offers broadband as part of bundle\combined TV\Broadband\fixed line telephone offer	5 3%	2 7%	-	2 5%	-	1 8%	-	-	-	-	5 6%	-	-	-
Too expensive	3 2%	1 3%	1 9%	1 2%	-	-	-	-	-	-	3 4%	-	-	-
Too busy / not enough time	9 5%	2 4%	-	3 7%	2 5%	2 22%	-	-	-	-	5 6%	3 5%	-	-
Have not decided yet / still thinking about it	11 6%	1 3%	2 11%	1 2%	5 12%	1 8%	-	-	-	-	3 3%	7 10%	-	-
Have not got round to it yet	6 3%	3 7%	-	1 3%	-	-	-	-	-	1 100%	2 2%	3 4%	-	-
Other	21 12%	5 15%	1 6%	3 9%	6 14%	1 9%	-	-	1 43%	-	9 10%	8 11%	-	1 100%
Net: MAC	3 2%	-	-	-	3 7%	-	-	-	-	-	3 3%	-	-	-
Don't know	7 4%	1 3%	1 9%	3 7%	-	-	-	-	-	-	1 1%	4 6%	-	-

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	162	1	2	3	3	-	1	1	-	1	7	3	2	1	3	3	1	-	-	-	-
Weighted Base	175	1**	3**	3**	4**	-**	1**	1**	-**	1**	9**	3**	3**	1**	4**	4**	1**	-**	-**	-**	-**
Current provider matched or bettered an offer from another provider	20 11%	-	-	-	1 28%	-	-	-	-	-	1 11%	-	-	-	2 40%	2 42%	-	-	-	-	-
Never received a MAC that I requested	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Difficulties in requesting a MAC	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal\ cheapest\ cheap enough\ wouldn't save enough to warrant switching	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Happy\ satisfied\ content with my current supplier	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Problems\ issues with current provider not sufficiently bad\ frequent to switch	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worried I couldn't take existing number with me\ might lose my number	3 1%	-	-	-	-	-	-	1 100%	-	-	-	-	1 45%	-	-	-	-	-	-	-	-
Prefer to stay with trusted\ known provider	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Difficult to make comparisons between providers	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No\ not enough difference between providers	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too big a risk that something will go wrong in the transition	4 2%	-	-	1 21%	-	-	1 100%	-	-	-	1 16%	1 23%	-	-	-	-	-	-	-	-	-

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Weighted Base	175	1**	3**	3**	4**	..	1**	1**	..	1**	9**	3**	3**	1**	4**	4**	1**	..	..	..	
Information available confusing \ couldn't understand technical jargon	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Didn't know enough to be able to make the right choice	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Tied to fixed length contract with my current provider	17 10%	1 100%	-	-	-	-	-	-	1 100%	1 13%	1 37%	-	1 100%	-	-	-	-	-	-	-	
Still within my contract period \ would have to pay an early termination charge	6 3%	-	1 45%	-	-	-	-	-	-	1 15%	-	-	-	-	-	-	-	-	-	-	
Have a minimum notice period	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Didn't want to get locked into a fixed contract with new provider	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Too much hassle to set up the new service	26 15%	-	-	2 62%	3 72%	-	-	-	-	4 45%	1 23%	-	-	1 35%	2 37%	-	-	-	-	-	
Can't get a reception on any other network where I live	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	2 40%	-	-	-	-	-	-	
Cheaper to stay on the same network as my friends\ colleagues\ family \ people I call	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Better handsets available with my current network\ didn't see any other handsets I liked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

## Q.32 Why did you decide not to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Weighted Base	175	1**	3**	3**	4**	-**	1**	1**	-**	1**	9**	3**	3**	1**	4**	4**	1**	-**	-**	-**	
Current provider offers broadband as part of bundle\combined TV\Broadband\fixed line telephone offer	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Too expensive	3 2%	-	-	1 38%	-	-	-	-	-	-	1 41%	-	-	-	-	-	-	-	-	-	
Too busy / not enough time	9 5%	-	2 55%	-	-	-	-	-	-	-	-	2 55%	-	-	-	-	-	-	-	-	
Have not decided yet / still thinking about it	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Have not got round to it yet	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	21 12%	-	-	-	-	-	-	-	-	-	-	-	-	1 26%	1 21%	1 100%	-	-	-	-	
Net: MAC	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

## Switching Omnibus Survey: April/May 2009

Q.33 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?

Base: All adults responsible for deciding provider who considered changing, but didn't because supplier matched offer - Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	17	7	10	1	4	6	4	2	-	5	7	4	1	12	5	10	4	3	
Weighted Base	20*	9**	11**	1**	5**	7**	5**	3**	-**	6**	9**	4**	1**	15**	5**	12**	4**	3**	
When you contacted your existing provider you asked whether they would match or better an offer from another mobile network	9 46%	4 49%	5 44%	-	3 54%	3 44%	1 23%	3 100%	-	3 43%	5 51%	2 51%	-	7 48%	2 42%	5 36%	3 78%	2 44%	
When you contacted your existing provider, they offered to match or better an offer from another mobile network without any prompting	10 49%	5 51%	5 47%	1 100%	1 26%	4 56%	4 77%	-	-	3 57%	3 39%	2 49%	1 100%	7 46%	3 58%	8 64%	1 22%	1 29%	
Don't know	1 5%	-	1 9%	-	1 19%	-	-	-	-	-	1 10%	-	-	1 6%	-	-	-	1 27%	

## Switching Omnibus Survey: April/May 2009

Q.33 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?

Base: All adults responsible for deciding provider who considered changing, but didn't because supplier matched offer - Internet

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	17	2	1	2	2	1	1	-	5	-	1	1	7	4	6	15	15	15	17	
Weighted Base	20*	2**	1**	2**	2**	1**	1**	-**	8**	-**	1**	1**	7**	4**	9**	18**	18**	18**	20**	
When you contacted your existing provider you asked whether they would match or better an offer from another mobile network	9 46%	1 46%	1 100%	- -	1 47%	- -	- -	- -	6 80%	- -	- -	- -	2 30%	1 27%	6 69%	8 45%	9 51%	9 51%	9 46%	
When you contacted your existing provider, they offered to match or better an offer from another mobile network without any prompting	10 49%	1 54%	- -	2 100%	1 53%	- -	1 100%	1 100%	- -	2 20%	- -	1 100%	1 100%	5 70%	2 51%	3 31%	9 50%	8 44%	8 43%	10 49%
Don't know	1 5%	- -	- -	- -	- -	1 100%	- -	- -	- -	- -	- -	- -	- -	1 22%	- -	1 5%	1 5%	1 5%	1 5%	

## Switching Omnibus Survey: April/May 2009

Q.33 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?

Base: All adults responsible for deciding provider who considered changing, but didn't because supplier matched offer - Internet

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	17	4	1	4	4	1	1	-	-	-	11	4	-	-
Weighted Base	20*	5**	1**	4**	5**	2**	1**	..**	..**	..**	13**	5**	..**	..**
When you contacted your existing provider you asked whether they would match or better an offer from another mobile network	9 46%	4 80%	-	-	3 52%	2 100%	-	-	-	-	5 39%	3 61%	-	-
When you contacted your existing provider, they offered to match or better an offer from another mobile network without any prompting	10 49%	1 20%	1 100%	4 100%	2 48%	-	-	-	-	-	8 61%	1 19%	-	-
Don't know	1 5%	-	-	-	-	-	1 100%	-	-	-	-	1 19%	-	-

## Switching Omnibus Survey: April/May 2009

Q.33 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?

Base: All adults responsible for deciding provider who considered changing, but didn't because supplier matched offer - Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	17	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-
Weighted Base	20*	-.**	-.**	-.**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	-.**	-.**	2**	2**	-.**	-.**	-.**	-.**	-.**
When you contacted your existing provider you asked whether they would match or better an offer from another mobile network	9 46%	-	-	-	-	-	-	-	-	-	-	-	-	2 100%	2 100%	-	-	-	-	-	-
When you contacted your existing provider, they offered to match or better an offer from another mobile network without any prompting	10 49%	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 & 18)

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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



**Q.34 You mentioned that you have changed your internet service provider in the last six months, which of the following applies?**

**Base: All adults responsible for deciding provider and changed in the last 6 months - Internet**

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS		WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)
Unweighted Base	164	76	88	16	31	45	29	33	10	33	47	34	50	80	84	77	23	64
Weighted Base	168	84*	83*	18**	34**	46*	30**	34*	7**	39*	59*	33*	37*	98*	70*	86*	23**	59*
You only contacted your new internet service provider	56 34%	28 34%	28 34%	2 11%	16 48%	10 23%	10 35%	15 45%	2 29%	14 35%	19 33%	11 33%	12 33%	33 34%	23 33%	28 33%	10 46%	18 30%
You contacted your existing internet service provider telling them you wanted to switch and then contacted your new provider for them to complete the process	21 12%	10 12%	11 13%	3 18%	3 8%	4 9%	4 12%	6 18%	1 20%	1 3%	9 15%	5 15%	6 17%	10 10%	11 16%	11 13%	1 5%	9 15%
You contacted your new internet service provider telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	47 28%	24 28%	24 28%	8 43%	10 31%	15 32%	7 25%	6 17%	1 20%	10 27%	18 30%	10 31%	9 24%	28 29%	19 27%	24 28%	9 38%	15 25%
Your new internet service provider contacted YOU about switching	28 16%	15 18%	12 15%	3 17%	1 3%	15 33%	4 13%	5 14%	* 7%	8 20%	6 10%	6 19%	8 21%	14 14%	14 20%	12 13%	3 12%	13 23%
Other	10 6%	6 7%	4 5%	- -	3 10%	1 3%	4 13%	1 3%	- -	4 9%	5 9%	1 2%	- -	9 9%	1 1%	9 10%	- -	1 2%
Don't know	6 4%	1 2%	4 5%	2 11%	1 2%	- -	1 2%	1 3%	2 23%	2 5%	2 3%	- -	2 5%	4 4%	2 3%	3 3%	- -	3 6%

## Switching Omnibus Survey: April/May 2009

**Q.34 You mentioned that you have changed your internet service provider in the last six months, which of the following applies?**

**Base: All adults responsible for deciding provider and changed in the last 6 months - Internet**

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	164	7	17	13	9	18	13	26	15	24	9	9	4	50	62	52	148	147	138	164
Weighted Base	168	8**	17**	13**	8**	19**	13**	26**	18**	24**	10**	9**	4**	50*	62*	55*	151	150	141	168
You only contacted your new internet service provider	56 34%	1 13%	2 11%	8 61%	4 47%	5 25%	4 31%	9 33%	6 33%	12 49%	2 24%	2 27%	2 57%	15 30%	19 31%	22 40%	49 32%	48 32%	44 31%	56 34%
You contacted your existing internet service provider telling them you wanted to switch and then contacted your new provider for them to complete the process	21 12%	1 13%	1 5%	- -	* 6%	4 21%	2 12%	4 16%	3 14%	3 12%	1 14%	1 12%	1 20%	4 8%	10 16%	7 13%	18 12%	20 13%	17 12%	21 12%
You contacted your new internet service provider telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	47 28%	1 20%	8 47%	3 27%	1 13%	5 28%	3 22%	7 28%	7 37%	5 20%	2 19%	5 50%	- -	17 35%	15 25%	14 26%	44 29%	46 31%	42 30%	47 28%
Your new internet service provider contacted YOU about switching	28 16%	2 24%	4 23%	2 13%	2 27%	3 17%	4 28%	3 12%	1 4%	5 19%	3 31%	- -	- -	7 14%	11 18%	9 16%	25 17%	24 16%	26 18%	28 16%
Other	10 6%	2 30%	1 9%	- -	- -	1 5%	1 8%	1 4%	- -	- -	1 11%	1 11%	1 23%	6 11%	3 5%	1 2%	10 6%	6 4%	7 5%	10 6%
Don't know	6 4%	- -	1 5%	- -	1 7%	1 4%	- -	2 7%	2 11%	- -	- -	- -	- -	1 2%	3 5%	2 3%	6 4%	6 4%	6 4%	6 4%

## Switching Omnibus Survey: April/May 2009

**Q.34 You mentioned that you have changed your internet service provider in the last six months, which of the following applies?**

**Base: All adults responsible for deciding provider and changed in the last 6 months - Internet**

	MOBILE PROVIDER (Q1)										MOBILE PACKAGE (Q2)			
	Total	Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgin Mdia (f)	Tesco (g)	Carphone Warehouse (h)	Other (i)	Mntly (j)	Prepay (k)	All in-one (l)	Other (m)
Unweighted Base	164	34	16	35	42	11	4	3	1	1	76	72	-	-
Weighted Base	168	36*	16**	35*	42*	12**	4**	3**	1**	1**	84*	67*	-**	-**
You only contacted your new internet service provider	56 34%	10 27%	6 40%	10 29%	17 39%	3 26%	1 26%	2 61%	-	-	29 34%	20 29%	-	-
You contacted your existing internet service provider telling them you wanted to switch and then contacted your new provider for them to complete the process	21 12%	7 20%	2 12%	5 15%	4 8%	-	-	-	-	-	4 5%	14 20%j	-	-
You contacted your new internet service provider telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	47 28%	8 23%	3 18%	10 28%	15 35%	5 39%	2 50%	-	-	-	25 29%	19 28%	-	-
Your new internet service provider contacted YOU about switching	28 16%	5 15%	4 24%	7 19%	4 9%	3 27%	-	1 39%	1 100%	-	16 19%	9 14%	-	-
Other	10 6%	5 14%	1 6%	2 5%	-	1 8%	1 25%	-	-	-	7 8%	3 4%	-	-
Don't know	6 4%	1 2%	-	1 3%	3 8%	-	-	-	-	1 100%	3 4%	3 4%	-	-

**Q.34 You mentioned that you have changed your internet service provider in the last six months, which of the following applies?**

**Base: All adults responsible for deciding provider and changed in the last 6 months - Internet**

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	164	2	4	3	2	1	-	-	-	1	4	6	2	29	24	13	5	2	83	52	8
Weighted Base	168	2**	4**	4**	3**	1**	**	**	**	1**	4**	7**	2**	30**	26**	12**	6**	1**	89*	52*	8**
You only contacted your new internet service provider	56 34%	2 100%	1 37%	-	-	-	-	-	-	-	1 17%	2 28%	1 40%	10 34%	12 47%	2 16%	-	-	30 34%	17 32%	4 49%
You contacted your existing internet service provider telling them you wanted to switch and then contacted your new provider for them to complete the process	21 12%	-	-	1 31%	-	-	-	-	-	-	1 31%	-	-	2 8%	3 12%	2 20%	1 21%	1 100%	13 15%	6 11%	-
You contacted your new internet service provider telling them you wanted to switch, then contacted your existing provider, and then contacted your new provider again to complete the process	47 28%	-	2 39%	1 35%	1 47%	1 100%	-	-	-	-	1 18%	3 39%	1 60%	10 33%	7 26%	6 53%	2 40%	-	27 30%	14 26%	3 35%
Your new internet service provider contacted YOU about switching	28 16%	-	-	1 33%	1 53%	-	-	-	-	-	1 33%	1 20%	-	7 22%	3 12%	-	2 39%	-	13 15%	11 20%	1 15%
Other	10 6%	-	1 24%	-	-	-	-	-	-	1 100%	-	1 14%	-	1 3%	1 4%	-	-	-	5 5%	4 7%	-
Don't know	6 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	-	1 1%	2 4%	-

## Switching Omnibus Survey: April/May 2009

Q.35 When you contacted your existing internet service provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier- Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	67	31	36	9	12	19	11	12	4	11	20	16	20	31	36	31	10	26	
Weighted Base	68*	34**	35*	11**	13**	19**	11**	12**	3**	12**	26**	15**	15**	38**	30*	35**	10**	24**	
Yes	29 43%	13 37%	17 49%	7 62%	4 32%	9 50%	7 62%	2 20%	-	6 48%	15 57%	6 38%	3 21%	20 54%	9 29%	17 47%	4 37%	9 39%	
No	38 56%	20 60%	18 51%	4 38%	8 62%	9 50%	4 38%	9 80%	3 100%	6 52%	11 43%	9 62%	11 74%	17 46%	21 68%	18 53%	6 63%	14 58%	
Don't know	1 1%	1 2%	-	-	1 6%	-	-	-	-	-	-	-	1 5%	-	1 2%	-	-	1 3%	

## Switching Omnibus Survey: April/May 2009

Q.35 When you contacted your existing internet service provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier- Internet

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	67	2	9	4	2	8	5	11	8	8	3	6	1	22	24	21	60	63	58	67
Weighted Base	68*	2**	9**	3**	1**	9**	4**	12**	9**	8**	3**	6**	1**	21**	26**	21**	62*	65*	58*	68*
Yes	29 43%	1 60%	4 41%	3 82%	1 100%	5 50%	2 51%	5 39%	3 28%	3 45%	3 78%	- -	- -	8 37%	13 51%	8 39%	27 44%	29 44%	26 45%	29 43%
No	38 56%	1 40%	5 59%	1 18%	- -	5 50%	2 49%	7 61%	6 72%	4 55%	1 22%	5 87%	1 100%	13 59%	12 49%	13 61%	34 54%	36 55%	32 54%	38 56%
Don't know	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 13%	- -	1 4%	- -	- -	1 1%	1 1%	1 1%	1 1%

## Switching Omnibus Survey: April/May 2009

Q.35 When you contacted your existing internet service provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier- Internet

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	67	14	5	15	19	4	2	-	-	-	26	34	-	-
Weighted Base	68*	15**	5**	15**	18**	5**	2**	..**	..**	..**	29**	33*	..**	..**
Yes	29	3	2	7	10	3	2	-	-	-	16	12	-	-
	43%	21%	50%	46%	54%	58%	100%	-	-	-	55%	35%	-	-
No	38	12	2	8	8	2	-	-	-	-	13	20	-	-
	56%	79%	50%	54%	41%	42%	-	-	-	-	45%	63%	-	-
Don't know	1	-	-	-	1	-	-	-	-	-	-	1	-	-
	1%	-	-	-	4%	-	-	-	-	-	-	2%	-	-

## Switching Omnibus Survey: April/May 2009

Q.35 When you contacted your existing internet service provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?

Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier- Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	67	-	1	2	1	1	-	-	-	-	2	2	1	11	8	9	3	2	35	22	3
Weighted Base	68*	-**	2**	3**	1**	1**	-**	-**	-**	-**	2**	3**	1**	12**	10**	9**	4**	1**	40*	19**	3**
Yes	29	-	2	1	-	-	-	-	-	-	2	1	8	5	1	2	-	19	8	2	
	43%	-	100%	53%	-	-	-	-	-	-	55%	100%	68%	48%	13%	40%	-	46%	42%	61%	
No	38	-	-	1	1	1	-	-	-	2	1	-	4	5	8	2	1	21	11	1	
	56%	-	-	47%	100%	100%	-	-	-	100%	45%	-	32%	52%	87%	60%	100%	54%	58%	39%	
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 & 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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



## Q.36 And why did you decide to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	164	76	88	16	31	45	29	33	10	33	47	34	50	80	84	77	23	64	
Weighted Base	168	84*	83*	18**	34**	46*	30**	34*	7**	39*	59*	33*	37*	98*	70*	86*	23**	59*	
New provider was the best deal\ cheapest \ cheap enough\ wouldn't save enough staying	88 53%	50 59%	38 46%	10 56%	20 60%	24 53%	14 49%	19 56%	* 7%	16 42%	31 53%	18 55%	23 61%	48 49%	41 58%	47 54%	16 69%	26 44%	
New provider offered broadband as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	39 23%	14 16%	25 30%	4 22%	6 16%	14 30%	4 15%	7 21%	4 60%	11 29%	11 18%	9 28%	8 21%	22 22%	17 24%	17 20%	4 17%	18 30%	
Unhappy\ dissatisfied\ with current supplier	25 15%	14 17%	11 13%	4 22%	3 10%	2 4%	8 27%	7 21%	1 13%	5 12%	9 15%	5 16%	7 19%	13 13%	12 17%	14 16%	1 5%	10 17%	
Current provider did not improve their offer	6 4%	3 4%	3 3%	1 4%	1 3%	2 5%	1 3%	1 3%	- -	- -	2 4%	2 6%	2 4%	2 2%	4 5%	2 3%	1 5%	3 4%	
Slow connection speed where I live	8 5%	3 3%	5 7%	1 8%	3 8%	1 3%	1 4%	1 3%	1 9%	2 4%	4 7%	1 2%	2 5%	6 6%	3 4%	3 4%	1 5%	4 6%	
Prefer to go with trusted\known provider	2 1%	1 1%	1 1%	- -	- -	- -	1 4%	1 2%	- -	1 3%	- -	- -	1 2%	1 1%	1 1%	1 1%	1 3%	- -	
Difficult to make comparisons between providers	1 *	1 1%	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	1 1%	1 1%	- -	- -	
No\ not enough difference between providers	1 1%	1 1%	- -	- -	- -	- -	- -	1 3%	- -	- -	1 2%	- -	- -	1 1%	- -	- -	- -	1 2%	
Too busy\ don't have time to research the options	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Information available confusing\ couldn't understand technical jargon	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	

## Q.36 And why did you decide to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Weighted Base	168	84*	83*	18**	34**	46*	30**	34*	7**	39*	59*	33*	37*	98*	70*	86*	23**	59*	
Didn't want to get locked into a fixed contract with existing provider	3 2%	3 3%	1 1%	-	1 4%	1 2%	1 4%	-	-	3 7%	-	-	1 2%	3 3%	1 1%	3 3%	-	1 1%	
Other	14 8%	5 6%	9 11%	2 9%	2 7%	4 8%	3 12%	2 5%	1 21%	3 7%	8 14%	1 3%	2 6%	11 11%	3 4%	8 10%	-	6 10%	
Don't know	7 4%	3 4%	4 4%	2 11%	2 7%	-	1 3%	2 6%	-	3 7%	3 5%	2 5%	-	5 6%	2 2%	6 7%	-	1 2%	

## Q.36 And why did you decide to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	164	7	17	13	9	18	13	26	15	24	9	9	4	50	62	52	148	147	138	164
Weighted Base	168	8**	17**	13**	8**	19**	13**	26**	18**	24**	10**	9**	4**	50*	62*	55*	151	150	141	168
New provider was the best deal\ cheapest \ cheap enough\ wouldn't save enough staying	88 53%	3 44%	6 34%	10 79%	7 87%	11 60%	5 37%	12 47%	13 74%	14 56%	3 26%	3 29%	2 58%	24 48%	33 53%	32 57%	78 51%	79 53%	71 50%	88 53%
New provider offered broadband as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	39 23%	1 13%	4 25%	2 13%	2 21%	5 24%	4 31%	8 32%	2 11%	5 20%	5 51%	2 19%	- -	9 17%	19 31%	11 20%	36 24%	36 24%	37 26%	39 23%
Unhappy\ dissatisfied\ with current supplier	25 15%	1 13%	5 30%	- -	- -	4 19%	2 12%	5 19%	- -	2 9%	4 38%	2 23%	1 20%	9 18%	12 20%	4 7%	24 16%	24 16%	23 16%	25 15%
Current provider did not improve their offer	6 4%	1 13%	2 14%	- -	1 13%	1 5%	1 5%	- -	- -	- -	- -	- -	- -	3 7%	2 3%	1 1%	6 4%	4 3%	6 4%	6 4%
Slow connection speed where I live	8 5%	- -	- -	1 5%	* 6%	1 5%	- -	2 7%	2 14%	2 8%	- -	- -	- -	1 1%	3 5%	5 8%	5 3%	6 4%	6 5%	8 5%
Prefer to go with trusted\known provider	2 1%	- -	1 4%	1 8%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 3%	- -	- -	2 1%	2 1%	1 *	2 1%
Difficult to make comparisons between providers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 19%	1 1%	- -	- -	1 *	1 1%	1 1%	1 *
No\ not enough difference between providers	1 1%	- -	- -	- -	- -	- -	1 9%	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	1 1%	1 1%	1 1%	1 1%
Too busy\ don't have time to research the options	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Information available confusing\ couldn't understand technical jargon	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

## Q.36 And why did you decide to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Weighted Base	168	8**	17**	13**	8**	19**	13**	26**	18**	24**	10**	9**	4**	50*	62*	55*	151	150	141	168
Didn't want to get locked into a fixed contract with existing provider	3 2%	-	-	1 8%	-	-	-	-	1 4%	-	-	1 16%	-	3 5%	-	1 1%	3 2%	2 1%	1 1%	3 2%
Other	14 8%	-	1 5%	1 8%	-	2 11%	2 11%	2 7%	-	4 17%	2 18%	1 11%	-	3 6%	6 9%	6 10%	13 8%	13 9%	13 9%	14 8%
Don't know	7 4%	2 30%	-	-	-	-	-	-	2 11%	1 4%	-	1 12%	1 23%	4 9%	-	3 5%	6 4%	6 4%	5 4%	7 4%

## Q.36 And why did you decide to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	MOBILE PROVIDER (Q1)								MOBILE PACKAGE (Q2)				
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	164	34	16	35	42	11	4	3	1	1	76	72	-	-
Weighted Base	168	36*	16**	35*	42*	12**	4**	3**	1**	1**	84*	67*	-**	-**
New provider was the best deal\ cheapest \ cheap enough\ wouldn't save enough staying	88 53%	16 45%	8 52%	18 52%	22 52%	8 67%	2 51%	2 61%	1 100%	-	42 50%	36 54%	-	-
New provider offered broadband as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	39 23%	12 32%	3 18%	10 27%	6 14%	3 27%	1 23%	1 39%	-	-	20 23%	17 25%	-	-
Unhappy\ dissatisfied\ with current supplier	25 15%	4 10%	4 22%	4 11%	10 24%	3 22%	-	-	-	-	10 12%	14 21%	-	-
Current provider did not improve their offer	6 4%	1 4%	1 6%	2 4%	1 2%	-	1 26%	-	-	-	2 3%	4 5%	-	-
Slow connection speed where I live	8 5%	2 6%	-	-	2 4%	1 10%	-	-	-	-	4 5%	1 2%	-	-
Prefer to go with trusted\known provider	2 1%	1 2%	-	1 3%	-	-	-	-	-	-	2 2%	-	-	-
Difficult to make comparisons between providers	1 *	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-
No\ not enough difference between providers	1 1%	-	-	-	1 3%	-	-	-	-	-	1 1%	-	-	-
Too busy\ don't have time to research the options	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information available confusing\ couldn't understand technical jargon	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l/m

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

## Q.36 And why did you decide to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Weighted Base	168	36*	16**	35*	42*	12**	4**	3**	1**	1**	84*	67*	..**	..**
Didn't want to get locked into a fixed contract with existing provider	3 2%	-	-	2 5%	1 4%	-	-	-	-	-	3 3%	1 1%	-	-
Other	14 8%	1 2%	3 18%	2 7%	4 8%	1 10%	1 26%	-	-	1 100%	9 10%	4 6%	-	-
Don't know	7 4%	4 10%	-	1 2%	2 4%	-	-	-	-	-	4 5%	2 3%	-	-

## Q.36 And why did you decide to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	164	2	4	3	2	1	-	-	-	1	4	6	2	29	24	13	5	2	83	52	8
Weighted Base	168	2**	4**	4**	3**	1**	**	**	**	1**	4**	7**	2**	30**	26**	12**	6**	1**	89*	52*	8**
New provider was the best deal\ cheapest \ cheap enough\ wouldn't save enough staying	88 53%	-	-	4 100%	1 53%	1 100%	-	-	-	-	3 83%	1 20%	1 60%	17 58%	15 57%	7 57%	5 84%	1 60%	56 63%	25 47%	4 52%
New provider offered broadband as part of bundled package\new provider offered TV\Broadband\Fixed line telephone services	39 23%	1 44%	1 24%	1 31%	-	-	-	-	-	-	1 31%	1 14%	1 40%	8 25%	10 39%	4 37%	2 37%	1 40%	24 27%	8 15%	2 19%
Unhappy\ dissatisfied\ with current supplier	25 15%	2 100%	2 39%	-	-	-	-	-	-	-	-	3 39%	1 40%	4 13%	4 14%	1 6%	-	1 60%	13 15%	8 15%	1 12%
Current provider did not improve their offer	6 4%	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	2 7%	-	-	-	2 2%	2 5%	-
Slow connection speed where I live	8 5%	-	-	-	1 47%	-	-	-	-	-	-	1 17%	-	-	-	-	-	-	4 4%	3 6%	-
Prefer to go with trusted\known provider	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	1 1%	1 2%	-
Difficult to make comparisons between providers	1 *	-	1 19%	-	-	-	-	-	-	-	-	1 11%	-	1 2%	-	-	-	-	-	1 1%	-
No\ not enough difference between providers	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Too busy\ don't have time to research the options	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information available confusing\ couldn't understand technical jargon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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

## Q.36 And why did you decide to switch internet service provider? - Unprompted

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vodafone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphone Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Weighted Base	168	2**	4**	4**	3**	1**	-**	-**	-**	1**	4**	7**	2**	30**	26**	12**	6**	1**	89*	52*	8**
Didn't want to get locked into a fixed contract with existing provider	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	-
Other	14 8%	-	2 57%	-	-	-	-	-	-	1 100%	1 17%	2 22%	-	-	3 11%	-	-	-	4 4%	4 8%	1 15%
Don't know	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	1 4%	-	-	-	1 1%	5 10%	1 14%



**Q.37 How easy or difficult do you think it is to change to another internet service provider?**  
**Base: All adults responsible for deciding provider and changed in the last 6 months - Internet**

	Total	SEX		AGE						SOCIAL CLASS				WORKING STATUS					
		Male (a)	Fe- male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	164	76	88	16	31	45	29	33	10	33	47	34	50	80	84	77	23	64	
Weighted Base	168	84*	83*	18**	34**	46*	30**	34*	7**	39*	59*	33*	37*	98*	70*	86*	23**	59*	
Very easy	(2)	61 36%	31 37%	30 36%	6 36%	15 44%	12 26%	13 43%	12 35%	3 48%	13 34%	12 42%	12 35%	31%	23 33%	32 38%	7 32%	22 37%	
Easy	(1)	62 37%	29 34%	33 40%	6 34%	7 22%	24 53%	11 37%	12 36%	2 22%	14 36%	18 48%	15 39%	32 33%	30 43%	33 39%	10 46%	19 32%	
Neither easy nor difficult	(0)	8 5%	7 9%	1 1%	- 8%	3 2%	1 8%	2 7%	2 7%	- 6%	2 2%	2 7%	2 6%	3 3%	5 7%	6 7%	1 5%	1 1%	
Difficult	(-1)	17 10%	12 14%	5 6%	4 24%	5 14%	4 8%	3 9%	1 3%	1 10%	3 9%	1 17%	3 8%	13 13%	4 5%	8 9%	4 17%	5 9%	
Very difficult	(-2)	15 9%	1 2%	14 16%a	- -	2 5%	4 10%	1 4%	7 19%	1 20%	5 12%	1 8%	4 4%	10 11%	5 8%	4 4%	- -	11 19%o	
Net: Easy		124 74%	60 71%	63 76%	12 70%	22 66%	36 79%	24 80%	24 71%	5 70%	27 73%	27 83%	26 70%	70 72%	54 76%	66 77%	17 78%	40 68%	
Net: Difficult		32 19%	13 16%	18 22%	4 24%	6 19%	8 18%	4 12%	8 22%	2 30%	8 21%	15 7%	7 19%	23 23%	9 13%	12 14%	4 17%	16 28%	
Not possible		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know		4 2%	3 4%	1 1%	1 6%	2 7%	1 2%	-	-	1 4%	-	1 2%	2 5%	1 2%	3 4%	2 3%	-	2 3%	
Mean score		0.84	0.94	0.74	0.88	0.93	0.80	1.07	0.64	0.69	0.74	0.82	1.10	0.75	0.79	0.92	0.99	0.92	0.60
Standard deviation		1.28	1.11	1.43	1.21	1.29	1.22	1.10	1.49	1.73	1.37	0.97	1.32	1.36	1.17	1.12	1.04	1.55	
Standard error		0.10	0.13	0.15	0.31	0.24	0.18	0.20	0.26	0.55	0.24	0.20	0.17	0.19	0.15	0.13	0.22	0.20	

## Q.37 How easy or difficult do you think it is to change to another internet service provider?

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	GOVERNMENT REGION											GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)					
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)	
Unweighted Base	164	7	17	13	9	18	13	26	15	24	9	9	4	50	62	52	148	147	138	164	
Weighted Base	168	8**	17**	13**	8**	19**	13**	26**	18**	24**	10**	9**	4**	50*	62*	55*	151	150	141	168	
Very easy	(2)	61	1	3	5	4	9	5	11	7	11	2	2	1	13	26	23	53	56	52	61
		36%	13%	19%	39%	54%	48%	36%	41%	40%	46%	19%	23%	38%	25%	41%	41%	35%	38%	37%	36%
Easy	(1)	62	4	7	4	3	6	7	7	2	10	5	2	23	21	19	58	57	55	62	
		37%	57%	44%	33%	40%	30%	53%	28%	11%	41%	51%	55%	43%	45%	34%	38%	38%	39%	37%	
Neither easy nor difficult	(0)	8	-	2	1	-	-	-	2	1	-	-	1	5	2	1	7	7	5	8	
		5%	-	12%	8%	-	-	-	9%	4%	-	-	12%	19%	4%	1%	5%	5%	4%	5%	
Difficult	(-1)	17	-	2	-	*	3	1	3	4	2	1	-	2	7	7	15	12	12	17	
		10%	-	14%	-	6%	16%	11%	11%	24%	6%	11%	-	5%	12%	13%	10%	8%	9%	10%	
Very difficult	(-2)	15	-	1	3	-	1	-	3	3	2	1	-	4	6	5	14	15	14	15	
		9%	-	5%	20%	-	7%	-	11%	16%	7%	18%	9%	9%	10%	8%	9%	10%	10%	9%	
Net: Easy		124	5	11	9	7	14	12	18	9	21	7	7	35	47	42	111	113	107	124	
		74%	70%	62%	71%	94%	77%	89%	51%	87%	71%	78%	81%	70%	75%	76%	74%	76%	76%	74%	
Net: Difficult		32	-	3	3	*	4	1	6	7	3	3	1	7	13	12	28	27	26	32	
		19%	-	19%	20%	6%	23%	11%	22%	41%	13%	29%	9%	13%	21%	22%	19%	18%	18%	19%	
Not possible		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know		4	2	1	-	-	-	-	-	1	-	-	-	3	-	1	4	2	3	4	
		2%	30%	6%	-	-	-	-	-	4%	-	-	-	7%	-	1%	3%	2%	2%	2%	
Mean score		0.84	1.19	0.60	0.69	1.43	0.95	1.13	0.77	0.35	1.12	0.42	0.83	1.19	0.78	0.85	0.88	0.84	0.86	0.86	0.84
Standard deviation		1.28	0.44	1.17	1.55	0.83	1.35	0.92	1.40	1.67	1.18	1.47	1.15	0.85	1.18	1.34	1.32	1.28	1.29	1.28	1.28
Standard error		0.10	0.19	0.29	0.43	0.28	0.32	0.26	0.27	0.45	0.24	0.49	0.38	0.42	0.17	0.17	0.19	0.11	0.11	0.11	0.10

**Q.37 How easy or difficult do you think it is to change to another internet service provider?**  
**Base: All adults responsible for deciding provider and changed in the last 6 months - Internet**

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virg Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	164	34	16	35	42	11	4	3	1	1	76	72	-	-
Weighted Base	168	36*	16**	35*	42*	12**	4**	3**	1**	1**	84*	67*	-**	-**
Very easy	(2)	61 36%	13 30%	5 30%	18 50%	13 31%	1 10%	1 25%	3 100%	-	28 33%	25 38%	-	-
Easy	(1)	62 37%	15 43%	3 20%	9 24%	22 52%	6 45%	2 50%	-	-	26 32%	31 47%	-	-
Neither easy nor difficult	(0)	8 5%	1 3%	3 21%	1 3%	2 5%	-	-	-	-	5 6%	3 4%	-	-
Difficult	(-1)	17 10%	5 13%	2 14%	1 4%	3 8%	1 10%	-	-	1 100%	1 100%	14 16%k	1 1%	-
Very difficult	(-2)	15 9%	-	1 9%	5 14%	2 5%	4 36%	1 26%	-	-	9 10%	5 7%	-	-
Net: Easy		124 74%	28 79%	8 50%	26 75%	35 83%	7 55%	3 74%	3 100%	-	55 65%	57 85%	-	-
Net: Difficult		32 19%	5 13%	4 23%	6 18%	5 12%	6 45%	1 26%	-	1 100%	1 27%k	6 9%	-	-
Not possible		-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		4 2%	1 4%	1 6%	2 4%	-	-	-	-	-	2 3%	2 3%	-	-
<b>Mean score</b>	<b>0.84</b>	<b>1.07</b>	<b>0.51</b>	<b>0.98</b>	<b>0.97</b>	<b>-0.17</b>	<b>0.48</b>	<b>2.00</b>	<b>-1.00</b>	<b>-1.00</b>	<b>0.63</b>	<b>1.10</b>	-	-
<b>Standard deviation</b>	<b>1.28</b>	<b>0.99</b>	<b>1.37</b>	<b>1.44</b>	<b>1.05</b>	<b>1.59</b>	<b>1.75</b>	<b>0.00</b>	-	-	<b>1.39</b>	<b>1.08</b>	-	-
<b>Standard error</b>	<b>0.10</b>	<b>0.17</b>	<b>0.35</b>	<b>0.25</b>	<b>0.16</b>	<b>0.48</b>	<b>0.88</b>	<b>0.00</b>	-	-	<b>0.16</b>	<b>0.13</b>	-	-

## Q.37 How easy or difficult do you think it is to change to another internet service provider?

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgrn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	164	2	4	3	2	1	-	-	-	1	4	6	2	29	24	13	5	2	83	52	8
Weighted Base	168	2**	4**	4**	3**	1**	**	**	**	1**	4**	7**	2**	30**	26**	12**	6**	1**	89*	52*	8**
Very easy	(2)	61 36%	1 44%	2 43%	- 53%	1 100%	-	-	-	-	3 69%	1 14%	1 40%	15 49%	10 39%	6 53%	3 41%	1 40%	39 44%	13 24%	3 42%
Easy	(1)	62 37%	-	2 39%	3 65%	-	-	-	-	-	1 31%	3 41%	-	10 34%	11 43%	3 22%	3 44%	1 60%	37 41%	20 38%	1 7%
Neither easy nor difficult	(0)	8 5%	1 56%	1 19%	-	-	-	-	-	-	-	2 28%	-	1 2%	3 12%	1 6%	-	-	1 1%	6 11%	1 14%
Difficult	(-1)	17 10%	-	-	1 35%	1 47%	-	-	-	-	-	1 17%	1 60%	1 5%	1 6%	1 8%	1 16%	-	7 8%	7 14%	2 22%
Very difficult	(-2)	15 9%	-	-	-	-	-	-	-	1 100%	-	-	-	3 9%	-	1 11%	-	-	4 5%	3 6%	1 15%
Net: Easy	124 74%	1 44%	3 81%	3 65%	1 53%	1 100%	-	-	-	-	4 100%	4 55%	1 40%	25 84%	21 82%	9 75%	5 84%	1 100%	75 85% <sub>s</sub>	33 63%	4 49%
Net: Difficult	32 19%	-	-	1 35%	1 47%	-	-	-	-	1 100%	-	1 17%	1 60%	4 14%	1 6%	2 19%	1 16%	-	11 12%	11 20%	3 37%
Not possible	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	3 6%	-
Mean score	0.84	0.89	1.24	0.29	0.60	2.00	-	-	-	-2.00	1.69	0.51	0.20	1.10	1.16	0.97	1.09	1.40	1.13	0.65	0.39
Standard deviation	1.28	1.34	0.86	1.10	1.90	-	-	-	-	-	0.53	1.01	1.91	1.26	0.86	1.45	1.11	-	1.09	1.21	1.67
Standard error	0.10	0.95	0.43	0.63	1.34	-	-	-	-	-	0.26	0.41	1.35	0.23	0.18	0.40	0.49	-	0.12	0.17	0.59

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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

**Q.38 How likely are you to consider switching internet service provider again in the future?**  
**Base: All adults responsible for deciding provider and changed in the last 6 months - Internet**

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Fe-male (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	164	76	88	16	31	45	29	33	10	33	47	34	50	80	84	77	23	64	
Weighted Base	168	84*	83*	18**	34**	46*	30**	34*	7**	39*	59*	33*	37*	98*	70*	86*	23**	59*	
Very likely	(2)	24 14%	18 21%	6 7%	2 11%	6 18%	7 14%	4 13%	5 13%	- 9%	4 21%	4 13%	3 9%	16 17%	8 11%	14 17%	5 21%	5 8%	
Likely	(1)	29 17%	13 15%	16 19%	4 21%	6 18%	9 20%	5 17%	5 14%	- 18%	7 14%	6 20%	7 20%	15 15%	14 20%	12 14%	5 22%	12 20%	
Neither likely nor unlikely	(0)	22 13%	13 16%	9 11%	1 5%	6 17%	4 8%	7 24%	5 14%	- 23%	9 7%	4 15%	4 11%	13 13%	9 13%	16 19%	2 8%	4 6%	
Unlikely	(-1)	47 28%	24 29%	23 28%	5 29%	6 18%	12 26%	10 33%	12 35%	3 41%	10 26%	17 29%	8 24%	12 33%	27 28%	20 29%	21 25%	6 25%	20 35%
Very unlikely	(-2)	42 25%	14 16%	29 34%	6 35%	8 25%	12 26%	4 12%	8 24%	4 59%	9 24%	17 29%	9 26%	8 21%	26 27%	16 23%	20 24%	5 23%	17 28%
Net: Likely		53 31%	31 36%	22 27%	5 31%	12 36%	17 37%	9 30%	9 27%	- 27%	10 35%	11 33%	11 29%	31 32%	22 31%	26 31%	10 43%	17 28%	
Net: Unlikely		90 54%	38 45%	52 62%	11 64%	14 42%	24 52%	13 45%	20 59%	7 100%	19 50%	34 58%	16 50%	20 54%	53 55%	36 52%	42 48%	11 49%	37 63%
Don't know		3 2%	2 3%	1 1%	- -	1 4%	2 4%	- -	- -	- -	- -	1 2%	2 6%	- -	3 4%	2 2%	- -	1 2%	
Mean score		-0.34	-0.04	-0.63	-0.57	-0.13	-0.26	-0.13	-0.42	-1.59	-0.37	-0.30	-0.31	-0.39	-0.33	-0.35	-0.25	-0.08	-0.56
Standard deviation		1.40	1.42	1.33	1.46	1.48	1.49	1.25	1.36	0.53	1.29	1.54	1.42	1.32	1.44	1.36	1.41	1.53	1.33
Standard error		0.11	0.17	0.14	0.36	0.28	0.23	0.23	0.24	0.17	0.22	0.23	0.25	0.19	0.16	0.15	0.16	0.32	0.17

## Switching Omnibus Survey: April/May 2009

Q.38 How likely are you to consider switching internet service provider again in the future?

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	GOVERNMENT REGION											PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)								
		Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	London (h)	S'th East (i)	Wales (j)	Scotland (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)	
Unweighted Base	164	7	17	13	9	18	13	26	15	24	9	9	4	50	62	52	148	147	138	164	
Weighted Base	168	8**	17**	13**	8**	19**	13**	26**	18**	24**	10**	9**	4**	50*	62*	55*	151	150	141	168	
Very likely	(2)	24 14%	3 34%	3 16%	3 22%	2 27%	1 8%	2 11%	1 4%	3 17%	2 7%	2 19%	1 11%	2 61%	11 23%	6 10%	6 11%	20 13%	18 12%	19 14%	24 14%
Likely	(1)	29 17%	2 33%	6 34%	1 7%	1 13%	2 9%	5 38%	3 12%	2 13%	1 3%	4 41%	2 21%	- -	11 22%	10 15%	8 15%	29 19%	27 18%	26 18%	29 17%
Neither likely nor unlikely	(0)	22 13%	2 23%	2 11%	2 17%	- -	- -	- -	6 23%	1 7%	3 14%	- -	4 48%	2 39%	12 23%	6 10%	5 8%	21 14%	18 12%	20 14%	22 13%
Unlikely	(-1)	47 28%	- -	3 19%	5 36%	3 44%	7 40%	2 18%	7 26%	7 41%	11 46%	1 13%	- -	- -	8 16%	19 30%	21 38%	40 26%	45 30%	37 26%	47 28%
Very unlikely	(-2)	42 25%	- -	3 20%	2 18%	1 7%	8 44%	4 33%	10 36%	4 22%	6 26%	3 27%	1 12%	- -	7 14%	21 34%	15 27%	39 26%	40 27%	38 27%	42 25%
Net: Likely		53 31%	5 66%	8 50%	4 29%	3 40%	3 16%	7 50%	4 15%	5 30%	2 10%	6 60%	3 32%	2 61%	22 45%	16 26%	14 26%	48 32%	46 30%	45 32%	53 31%
Net: Unlikely		90 54%	- -	7 40%	7 54%	4 51%	16 84%	7 50%	16 62%	11 63%	18 73%	4 40%	1 12%	- -	15 29%	40 64% <sub>m</sub>	35 64% <sub>m</sub>	79 52%	85 56%	75 53%	90 54%
Don't know		3 2%	1 10%	- -	- -	1 9%	- -	- -	- -	- -	1 4%	- -	1 8%	- -	2 3%	1 1%	2 2%	2 1%	2 1%	2 1%	3 2%
Mean score		-0.34	1.11	0.06	-0.20	0.09	-1.04	-0.22	-0.79	-0.38	-0.85	0.12	0.19	1.22	0.26	-0.62	-0.54	-0.34	-0.41	-0.35	-0.34
Standard deviation		1.40	0.85	1.45	1.47	1.57	1.24	1.57	1.18	1.44	1.11	1.62	1.16	1.13	1.36	1.37	1.34	1.39	1.38	1.40	1.40
Standard error		0.11	0.35	0.35	0.41	0.56	0.29	0.43	0.23	0.37	0.23	0.54	0.41	0.57	0.20	0.17	0.19	0.12	0.11	0.12	0.11

**Q.38 How likely are you to consider switching internet service provider again in the future?**  
**Base: All adults responsible for deciding provider and changed in the last 6 months - Internet**

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	164	34	16	35	42	11	4	3	1	1	76	72	-	-
Weighted Base	168	36*	16**	35*	42*	12**	4**	3**	1**	1**	84*	67*	-**	-**
Very likely	(2)	24 14%	4 10%	2 14%	6 16%	6 14%	1 12%	- 26%	1 -	- -	12 14%	8 11%	- -	- -
Likely	(1)	29 17%	8 23%	2 11%	9 25%	5 13%	2 12%	- 74%	2 -	- -	16 19%	13 19%	- -	- -
Neither likely nor unlikely	(0)	22 13%	2 5%	4 26%	4 11%	10 23%	- -	1 26%	2 -	1 100%	- -	10 11%	12 18%	- -
Unlikely	(-1)	47 28%	10 28%	6 38%	7 19%	10 24%	4 33%	- 51%	- -	- 100%	1 29%	24 29%	16 23%	- -
Very unlikely	(-2)	42 25%	12 33%	2 11%	10 28%	10 23%	5 43%	1 23%	- -	- -	21 25%	18 27%	- -	- -
Net: Likely		53 31%	12 33%	4 25%	14 40%	12 27%	3 24%	- 100%	3 -	- -	28 33%	20 30%	- -	- -
Net: Unlikely		90 54%	22 61%	8 49%	17 47%	20 47%	9 76%	3 74%	- -	- 100%	1 54%	45 51%	34 51%	- -
Don't know		3 2%	- -	- -	1 2%	1 3%	- -	- -	- -	- -	1 2%	1 1%	- -	- -
<b>Mean score</b>	<b>-0.34</b>	<b>-0.51</b>	<b>-0.20</b>	<b>-0.19</b>	<b>-0.29</b>	<b>-0.82</b>	<b>-0.98</b>	<b>1.26</b>	<b>0.00</b>	<b>-1.00</b>	<b>-0.32</b>	<b>-0.36</b>	-	-
<b>Standard deviation</b>	<b>1.40</b>	<b>1.43</b>	<b>1.25</b>	<b>1.50</b>	<b>1.37</b>	<b>1.46</b>	<b>0.81</b>	<b>0.56</b>	-	-	<b>1.42</b>	<b>1.38</b>	-	-
<b>Standard error</b>	<b>0.11</b>	<b>0.24</b>	<b>0.31</b>	<b>0.26</b>	<b>0.22</b>	<b>0.44</b>	<b>0.41</b>	<b>0.32</b>	-	-	<b>0.16</b>	<b>0.16</b>	-	-

## Switching Omnibus Survey: April/May 2009

Q.38 How likely are you to consider switching internet service provider again in the future?

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	164	2	4	3	2	1	-	-	1	4	6	2	29	24	13	5	2	83	52	8	
Weighted Base	168	2**	4**	4**	3**	1**	**	**	**	4**	7**	2**	30**	26**	12**	6**	1**	89*	52*	8**	
Very likely	(2)	24 14%	2 100%	-	-	-	-	-	-	-	1 17%	1 40%	7 22%	1 4%	1 8%	2 24%	-	14 15%	5 10%	4 46%	
Likely	(1)	29 17%	-	1 35%	-	-	-	-	1 100%	-	-	1 60%	4 14%	4 17%	2 17%	1 16%	-	8 9%	15 28%r	1 16%	
Neither likely nor unlikely	(0)	22 13%	-	1 19%	-	-	-	-	-	-	1 11%	-	3 9%	4 15%	1 10%	1 16%	1 60%	9 10%	7 14%	1 14%	
Unlikely	(-1)	47 28%	-	2 43%	1 33%	1 53%	1 100%	-	-	3 69%	2 33%	-	5 17%	10 37%	5 37%	1 23%	-	27 30%	17 32%	1 9%	
Very unlikely	(-2)	42 25%	-	2 39%	1 31%	1 47%	-	-	-	1 31%	3 39%	-	12 38%	6 24%	3 21%	1 21%	1 40%	29 33%	6 12%	1 15%	
Net: Likely		53 31%	2 100%	-	1 35%	-	-	-	1 100%	-	1 17%	2 100%	11 36%	6 21%	3 26%	3 41%	-	22 25%	20 39%	5 63%	
Net: Unlikely		90 54%	-	3 81%	3 65%	3 100%	1 100%	-	-	4 100%	5 72%	-	17 55%	16 60%	7 58%	3 44%	1 40%	56 63%	23 45%	2 24%	
Don't know		3 2%	-	-	-	-	-	-	-	-	-	-	-	1 3%	1 6%	-	-	2 2%	1 3%	-	
Mean score	-0.34	2.00	-1.20	-0.61	-1.47	-1.00	-	-	1.00	-1.31	-0.77	1.40	-0.36	-0.60	-0.48	*	-0.80	-0.57	-0.08	0.70	
Standard deviation	1.40	0.00	0.85	1.44	0.63	-	-	-	-	0.53	1.52	0.64	1.63	1.19	1.33	1.62	-	1.44	1.26	1.59	
Standard error	0.11	0.00	0.42	0.83	0.45	-	-	-	-	0.26	0.62	0.45	0.30	0.25	0.38	0.73	-	0.16	0.18	0.56	

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o/p/q - r/s/t

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



## Q.39 How much do you spend on Broadband per month?

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	SEX		AGE						SOCIAL CLASS				SOCIAL CLASS			WORKING STATUS		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Full time (o)	Part time (p)	Other (q)	
Unweighted Base	164	76	88	16	31	45	29	33	10	33	47	34	50	80	84	77	23	64	
Weighted Base	168	84*	83*	18**	34**	46*	30**	34*	7**	39*	59*	33*	37*	98*	70*	86*	23**	59*	
£0-£14.99 per month	89	45	44	11	17	27	14	17	3	19	36	17	16	56	33	47	11	31	
	53%	53%	53%	62%	51%	59%	48%	50%	39%	50%	62%	53%	42%	57%	47%	55%	50%	52%	
£15-30 per month	52	31	21	5	13	10	13	11	-	11	16	9	16	27	25	31	7	15	
	31%	36%	26%	30%	38%	23%	43%	32%	-	29%	27%	28%	42%	28%	36%	36%	29%	25%	
£30+ per month	8	4	4	-	3	4	-	1	-	2	3	2	1	5	3	3	3	2	
	5%	5%	5%	-	8%	9%	-	3%	-	5%	5%	5%	3%	5%	4%	4%	11%	4%	
Don't know	19	5	14	1	1	4	3	5	4	6	4	4	5	10	9	5	2	12	
	11%	6%	17%	8%	2%	9%	10%	15%	61%	15%	7%	13%	13%	10%	13%	6%	10%	20%	

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p/q

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

## Q.39 How much do you spend on Broadband per month?

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	GOVERNMENT REGION												GOVERNMENT REGION			PRIMARILY/JOINTLY RESPONSIBLE FOR DECIDING SUPPLIER OR NETWORK (S.2)				
	Total	Nrth East (a)	Nrth West (b)	Yrks and Hmbr (c)	East Mids (d)	West Mids (e)	S'th West (f)	East of Engl (g)	Lon-don (h)	S'th East (i)	Wa-les (j)	Scot-land (k)	NI (l)	Nrth (m)	Mids (n)	S'th (o)	Mobile (p)	Land-line (q)	TV (r)	Intrnt (s)
Unweighted Base	164	7	17	13	9	18	13	26	15	24	9	9	4	50	62	52	148	147	138	164
Weighted Base	168	8**	17**	13**	8**	19**	13**	26**	18**	24**	10**	9**	4**	50*	62*	55*	151	150	141	168
£0-£14.99 per month	89	3	6	3	5	13	7	13	9	16	6	4	2	19	38	32	80	83	75	89
	53%	43%	36%	26%	72%	69%	50%	50%	53%	65%	65%	43%	61%	38%	61%	58%	53%	55%	53%	53%
£15-30 per month	52	3	9	7	2	3	5	5	6	5	2	2	2	23	12	17	47	43	41	52
	31%	44%	52%	58%	28%	15%	39%	21%	36%	21%	18%	26%	39%	46%	20%	30%	31%	28%	29%	31%
£30+ per month	8	-	-	1	-	-	1	-	2	2	1	2	-	3	1	5	6	6	6	8
	5%	-	-	8%	-	-	6%	-	10%	8%	6%	23%	-	6%	1%	8%	4%	4%	5%	5%
Don't know	19	1	2	1	-	3	1	8	-	2	1	1	-	5	12	2	18	18	19	19
	11%	13%	12%	8%	-	16%	5%	29%	-	6%	11%	8%	-	10%	19%	4%	12%	12%	13%	11%

Fieldwork : 22/04/2009 - 26/04/2009 and 29/04/2009 - 03/05/2009 (Weeks 17 &amp; 18)

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n/o - p/q/r/s

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

## Q.39 How much do you spend on Broadband per month?

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	MOBILE PROVIDER (Q1)									MOBILE PACKAGE (Q2)			
		Orange (a)	Tmobile (b)	Vda- fone (c)	O2 (d)	3- Mble (e)	Virgin Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Mntly (j)	Prepay (k)	All in -one (l)	Other (m)
Unweighted Base	164	34	16	35	42	11	4	3	1	1	76	72	-	-
Weighted Base	168	36*	16**	35*	42*	12**	4**	3**	1**	1**	84*	67*	-**	-**
£0-£14.99 per month	89 53%	25 71%	3 17%	17 48%	23 54%	7 56%	3 74%	1 35%	1 100%	-	45 53%	35 52%	-	-
£15-30 per month	52 31%	5 15%	11 72%	10 29%	14 33%	4 33%	-	2 65%	-	-	28 33%	19 28%	-	-
£30+ per month	8 5%	2 5%	-	2 6%	3 6%	-	-	-	-	-	3 4%	3 5%	-	-
Don't know	19 11%	3 9%	2 11%	6 17%	3 7%	1 11%	1 26%	-	-	1 100%	8 9%	10 15%	-	-

## Q.39 How much do you spend on Broadband per month?

Base: All adults responsible for deciding provider and changed in the last 6 months - Internet

	Total	PREVIOUS MOBILE PROVIDER (Q8)									MOBILE SPEND PCM (Q16)			LANDLINE SPEND PCM (Q28)					BROADBAND SPEND PCM (Q39)		
		Orange (a)	Tmobile (b)	Vda-fone (c)	O2 (d)	3'-Mble (e)	Vrgn Mdia (f)	Tesco (g)	Carphne Warehse (h)	Other (i)	Upto £14.99 (j)	£15-£30 (k)	£30+ (l)	Up to £10 (m)	£11-£17 (n)	£18-£23 (o)	£24-£33 (p)	>£33 (q)	Up to £14.99 (r)	£15-£30 (s)	£30+ (t)
Unweighted Base	164	2	4	3	2	1	-	-	-	1	4	6	2	29	24	13	5	2	83	52	8
Weighted Base	168	2**	4**	4**	3**	1**	**	**	**	1**	4**	7**	2**	30**	26**	12**	6**	1**	89*	52*	8**
£0-£14.99 per month	89	-	3	4	3	1	-	-	-	-	3	5	1	21	20	8	5	1	89	-	-
	53%	-	63%	100%	100%	100%	-	-	-	-	83%	72%	60%	68%	76%	64%	84%	40%	100% <sup>s</sup>	-	-
£15-30 per month	52	1	1	-	-	-	-	-	-	-	-	2	-	6	4	2	1	1	-	52	-
	31%	56%	19%	-	-	-	-	-	-	-	-	28%	-	21%	13%	21%	16%	60%	-	100% <sup>r</sup>	-
£30+ per month	8	1	-	-	-	-	-	-	-	-	-	1	1	2	-	-	-	-	-	-	8
	5%	44%	-	-	-	-	-	-	-	-	-	40%	4%	7%	-	-	-	-	-	-	100%
Don't know	19	-	1	-	-	-	-	-	-	1	1	-	-	2	1	2	-	-	-	-	-
	11%	-	18%	-	-	-	-	-	-	100%	17%	-	-	6%	4%	15%	-	-	-	-	-

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Unweighted Base	4232	4232
Weighted Base	4000	4232
<b>Sex</b>		
Male	1941 49%	1972 47%
Female	2059 51%	2260 53%
<b>Age</b>		
16-24	564 14%	500 12%
25-34	617 15%	592 14%
35-44	788 20%	745 18%
45-54	624 16%	629 15%
55+	1407 35%	1766 42%
<b>Class</b>		
AB	844 21%	758 18%
C1	1139 28%	979 23%
C2	829 21%	863 20%
DE	1187 30%	1632 39%
<b>Working status</b>		
Full time	1547 39%	1396 33%
Part time (8-29 hrs)	498 12%	497 12%
Part time (under 8 hrs)	21 1%	19 *
Retired	975 24%	1302 31%

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Weighted Base	4000	4232
Still at school	65 2%	54 1%
Full time higher education	172 4%	149 4%
Unemployed (seeking)	272 7%	292 7%
Unemployed (not seeking)	450 11%	523 12%
Male chief income earner	1519 38%	1588 38%
Female chief income earner	1017 25%	1198 28%
Male main shopper	1038 26%	1072 25%
Female main shopper	1777 44%	1971 47%
<b>Household size</b>		
1	747 19%	915 22%
2	1343 34%	1477 35%
3	706 18%	704 17%
4	750 19%	695 16%
5+	453 11%	441 10%
<b>Government region</b>		
North East	178 4%	185 4%
North West	465 12%	486 11%
Yorkshire & Humber	313 8%	350 8%

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Weighted Base	4000	4232
East Midlands	283 7%	300 7%
West Midlands	349 9%	373 9%
East of England	383 10%	401 9%
London	507 13%	512 12%
South East	538 13%	556 13%
South West	341 9%	364 9%
Wales	187 5%	209 5%
Scotland	351 9%	379 9%
Northern Ireland	104 3%	117 3%

**Weighting matrix - weighted respondents**  
**Base: All adults**

	Total	North	Midlands	South
Total	4000.00	1412.14	1201.89	1385.97
Men ABC1 : 16-24	145.28 4%	50.00 4%	25.74 2%	69.54 5%
Men ABC1 : 25-44	367.46 9%	110.06 8%	101.60 8%	155.80 11%
Men ABC1 : 45-64	310.20 8%	98.64 7%	94.48 8%	117.08 8%
Men ABC1 : 65+	143.00 4%	43.12 3%	44.04 4%	55.84 4%
Men C2 : 16-24	61.94 2%	23.68 2%	19.68 2%	18.58 1%
Men C2 : 25-44	159.34 4%	56.90 4%	50.12 4%	52.32 4%
Men C2 : 45-64	149.26 4%	56.56 4%	49.34 4%	43.36 3%
Men C2 : 65+	73.88 2%	27.44 2%	23.94 2%	22.50 2%
Men DE : 16-24	78.84 2%	32.84 2%	22.88 2%	23.12 2%
Men DE : 25-44	168.40 4%	66.00 5%	48.60 4%	53.80 4%
Men DE : 45-64	158.62 4%	66.46 5%	48.26 4%	43.90 3%
Men DE : 65+	125.14 3%	48.56 3%	41.50 3%	35.08 3%
Female ABC1 : 16-24	135.22 3%	45.14 3%	51.01 4%	39.07 3%
Female ABC1 : 25-44	388.10 10%	119.90 8%	109.78 9%	158.42 11%
Female ABC1 : 45-64	330.00 8%	107.30 8%	98.40 8%	124.30 9%
Female ABC1 : 65+	164.36 4%	49.34 3%	48.40 4%	66.62 5%
Female C2 : 16-24	56.34 1%	21.58 2%	18.00 1%	16.76 1%
Female C2 : 25-44	139.80 3%	50.54 4%	44.38 4%	44.88 3%



**Weighting matrix - weighted respondents**  
**Base: All adults**

	Total	North	Midlands	South
Total	4000.00	1412.14	1201.89	1385.97
Female C2 : 45-64	130.26 3%	48.86 3%	42.82 4%	38.58 3%
Female C2 : 65+	58.20 1%	20.36 1%	19.54 2%	18.30 1%
Female DE : 16-24	86.14 2%	36.82 3%	25.02 2%	24.30 2%
Female DE : 25-44	182.20 5%	73.78 5%	51.82 4%	56.60 4%
Female DE : 45-64	177.44 4%	73.04 5%	55.14 5%	49.26 4%
Female DE : 65+	210.58 5%	85.22 6%	67.40 6%	57.96 4%

**Weighting matrix - unweighted respondents**  
**Base: All adults**

	Total	North	Midlands	South
Total	4232	1517	1283	1432
Men ABC1 : 16-24	93 2%	30 2%	17 1%	46 3%
Men ABC1 : 25-44	248 6%	74 5%	75 6%	99 7%
Men ABC1 : 45-64	267 6%	91 6%	87 7%	89 6%
Men ABC1 : 65+	216 5%	61 4%	72 6%	83 6%
Men C2 : 16-24	73 2%	26 2%	18 1%	29 2%
Men C2 : 25-44	166 4%	66 4%	47 4%	53 4%
Men C2 : 45-64	139 3%	51 3%	34 3%	54 4%
Men C2 : 65+	101 2%	36 2%	31 2%	34 2%
Men DE : 16-24	88 2%	33 2%	32 2%	23 2%
Men DE : 25-44	193 5%	81 5%	53 4%	59 4%
Men DE : 45-64	192 5%	71 5%	70 5%	51 4%
Men DE : 65+	196 5%	77 5%	62 5%	57 4%
Female ABC1 : 16-24	77 2%	28 2%	27 2%	22 2%
Female ABC1 : 25-44	325 8%	107 7%	102 8%	116 8%
Female ABC1 : 45-64	315 7%	93 6%	90 7%	132 9%
Female ABC1 : 65+	196 5%	57 4%	55 4%	84 6%
Female C2 : 16-24	47 1%	19 1%	13 1%	15 1%
Female C2 : 25-44	146 3%	53 3%	38 3%	55 4%

**Weighting matrix - unweighted respondents**  
**Base: All adults**

	Total	North	Midlands	South
Total	4232	1517	1283	1432
Female C2 : 45-64	127 3%	49 3%	40 3%	38 3%
Female C2 : 65+	64 2%	30 2%	18 1%	16 1%
Female DE : 16-24	122 3%	47 3%	42 3%	33 2%
Female DE : 25-44	259 6%	98 6%	84 7%	77 5%
Female DE : 45-64	252 6%	115 8%	79 6%	58 4%
Female DE : 65+	330 8%	124 8%	97 8%	109 8%

**Weighting matrix - weights**  
**Base: All adults**

	Total	North	Midlands	South
Total	0.95	0.93	0.94	0.97
Men ABC1 : 16-24	1.56	1.67	1.51	1.51
Men ABC1 : 25-44	1.48	1.49	1.35	1.57
Men ABC1 : 45-64	1.16	1.08	1.09	1.32
Men ABC1 : 65+	0.66	0.71	0.61	0.67
Men C2 : 16-24	0.85	0.91	1.09	0.64
Men C2 : 25-44	0.96	0.86	1.07	0.99
Men C2 : 45-64	1.07	1.11	1.45	0.80
Men C2 : 65+	0.73	0.76	0.77	0.66
Men DE : 16-24	0.90	1.00	0.71	1.01
Men DE : 25-44	0.87	0.81	0.92	0.91
Men DE : 45-64	0.83	0.94	0.69	0.86
Men DE : 65+	0.64	0.63	0.67	0.62
Female ABC1 : 16-24	1.76	1.61	1.89	1.78
Female ABC1 : 25-44	1.19	1.12	1.08	1.37
Female ABC1 : 45-64	1.05	1.15	1.09	0.94
Female ABC1 : 65+	0.84	0.87	0.88	0.79
Female C2 : 16-24	1.20	1.14	1.38	1.12
Female C2 : 25-44	0.96	0.95	1.17	0.82
Female C2 : 45-64	1.03	1.00	1.07	1.02
Female C2 : 65+	0.91	0.68	1.09	1.14
Female DE : 16-24	0.71	0.78	0.60	0.74
Female DE : 25-44	0.70	0.75	0.62	0.74
Female DE : 45-64	0.70	0.64	0.70	0.85
Female DE : 65+	0.64	0.69	0.69	0.53

	Page	Table	Title	Base Description	Base
●	1	1	S.1 Which of these services do you or does your household currently have?	Base: All adults	4232
●	5	2	S.2 Which, if any, of these services are you either primarily or jointly responsible for when deciding which supplier or network to use?	Base: All adults	4232
●	9	3	Q.1 Which mobile phone network provider do you currently use?	Base: All adults responsible for deciding supplier or network - Mobile	3252
●	13	4	Q.2 Which of these best describes the MAIN mobile phone package you use?	Base: All adults responsible for deciding supplier or network - Mobile	3252
●	17	5	Q.3 Have you changed your mobile phone network supplier in the last six months?	Base: All adults responsible for deciding supplier or network - Mobile	3252
●	21	6	Q.4 Have you considered changing your mobile phone network in the last six months?	Base: All adults responsible for deciding supplier or network and not changed either in the last 6 months - Mobile	3083
	25	7	Q.5 You say you have considered changing your mobile phone network in the last six months, which of the following applies?	Base: All adults responsible for deciding supplier or network and considered changing either - Mobile	151
●	29	8	Q.6 And why did you decide not to switch mobile phone network? - Unprompted	Base: All adults responsible for deciding supplier or network and considered changing either - Mobile	151
	41	9	Q.7 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?	Base: All adults responsible for deciding supplier or network who considered changing but didn't because provider matched offer - Mobile	18
●	45	10	Q.8 You mentioned that you have changed your mobile phone network in the last six months. Which was the most recent network you were on before you switched?	Base: All adults responsible for deciding supplier or network and changed either in the last 6 months- Mobile	169
●	49	11	Q.9 And when you changed your mobile phone network in the last six months, which of the following applied?	Base: All adults responsible for deciding supplier or network and changed either in the last 6 months -Mobile	169
	53	12	Q.10 When you contacted your existing mobile phone network provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?	Base: All adults responsible for deciding supplier or network who changed either and contacted their existing supplier - Mobile	68
	57	13	Q.11 Why did you decide to switch mobile phone network provider? - Unprompted	Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile	169
●	65	14	Q.12 When you changed your mobile phone network, did you change your mobile phone number or did you keep your existing number?	Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile	169
	69	15	Q.13 How easy or difficult do you think it is to change to another mobile phone network?	Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile	169

	Page	Table	Title	Base Description	Base
	73	16	Q.13a How easy or difficult do you think it is to keep your existing mobile phone number when you change to another mobile phone network?	Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile	169
●	77	17	Q.14 How likely are you to consider switching your mobile phone network again in the future?	Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile	169
	81	18	Q.15 You mentioned that you are likely to consider switching your mobile phone network in the future, how likely are you to keep your existing number if you switched network?	Base: All adults responsible for deciding supplier or network, changed either in the last 6 months and likely to switch again - Mobile	48
●	85	19	Q.16 How much do you currently spend per month on your mobile?	Base: All adults responsible for deciding supplier or network who changed either in the last 6 months - Mobile	169
●	89	20	Q.17 Have you changed the company that provides your home landline in the last six months?	Base: All adults responsible for deciding provider - Landline	3032
●	93	21	Q.18 Have you considered changing the company that provides your home landline in the last six months?	Base: All adults responsible for deciding provider and not changed in the last 6 months- Landline	2818
	97	22	Q.19 You say you have considered changing your home landline provider in the last six months, which of the following applies?	Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline	155
	101	23	Q.20 And why did you decide not to switch home landline provider? - Unprompted	Base: All adults responsible for deciding provider and considered changing in the last 6 months - Landline	155
	113	24	Q.21 You mentioned that you have changed your home landline provider in the last six months, which of the following applies?	Base: All adults responsible for deciding provider and changed in the last 6 months- Landline	214
	117	25	Q.22 When you contacted your existing home landline provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?	Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier - Landline	94
	121	26	Q.23 Why did you decide to switch home landline provider? - Unprompted	Base: All adults responsible for deciding provider and changed in the last 6 months- Landline	214
	129	27	Q.24 When you changed your home landline provider, did you change your phone number or did you keep your existing number?	Base: All adults responsible for deciding provider and changed in the last 6 months- Landline	214
●	133	28	Q.25 How easy or difficult do you think it is to change to another home landline provider?	Base: All adults responsible for deciding provider and changed in the last 6 months - Landline	214
●	137	29	Q.26 How likely are you to consider switching your home landline provider again in the future?	Base: All adults responsible for deciding provider and changed in the last 6 months - Landline	214
	141	30	Q.27 You mentioned that you are likely to consider switching your home landline provider in the future, how likely are you to keep your existing number if you switched provider?	Base: All adults responsible for deciding provider who changed in the last 6 months and likely to change again - Landline	50

	Page	Table	Title	Base Description	Base
●	145	31	Q.28 Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service?	Base: All adults responsible for deciding provider and changed in the last 6 months- Landline	214
●	149	32	Q.29 Have you changed your internet service provider in the last six months?	Base: All adults responsible for deciding provider - Internet	2115
●	153	33	Q.30 Have you considered changing your internet service provider in the last six months?	Base: All adults responsible for deciding provider and not changed in the last 6 months- Internet	1951
	157	34	Q.31 You say you have considered changing your internet service provider in the last six months, which of the following applies?	Base: All adults responsible for deciding provider and considered changing in the last 6 months - Internet	162
	161	35	Q.32 Why did you decide not to switch internet service provider? - Unprompted	Base: All adults responsible for deciding provider and considered changing in the last 6 months- Internet	162
	173	36	Q.33 You mentioned that you accepted an offer from your existing provider to stay; which of the following applies?	Base: All adults responsible for deciding provider who considered changing, but didn't because supplier matched offer - Internet	17
●	177	37	Q.34 You mentioned that you have changed your internet service provider in the last six months, which of the following applies?	Base: All adults responsible for deciding provider and changed in the last 6 months - Internet	164
	181	38	Q.35 When you contacted your existing internet service provider telling them you wanted to switch, did they offer you a deal to encourage you to stay?	Base: All adults responsible for deciding provider, changed in the last 6 months and contacted existing supplier- Internet	67
	185	39	Q.36 And why did you decide to switch internet service provider? - Unprompted	Base: All adults responsible for deciding provider and changed in the last 6 months - Internet	164
●	193	40	Q.37 How easy or difficult do you think it is to change to another internet service provider?	Base: All adults responsible for deciding provider and changed in the last 6 months - Internet	164
●	197	41	Q.38 How likely are you to consider switching internet service provider again in the future?	Base: All adults responsible for deciding provider and changed in the last 6 months - Internet	164
●	201	42	Q.39 How much do you spend on Broadband per month?	Base: All adults responsible for deciding provider and changed in the last 6 months - Internet	164
	205	43	Sample profiles	Base: All adults	4232
	208	44	Weighting matrix - weighted respondents	Base: All adults	4000
	210	45	Weighting matrix - unweighted respondents	Base: All adults	4232
	212	46	Weighting matrix - weights	Base: All adults	0.95