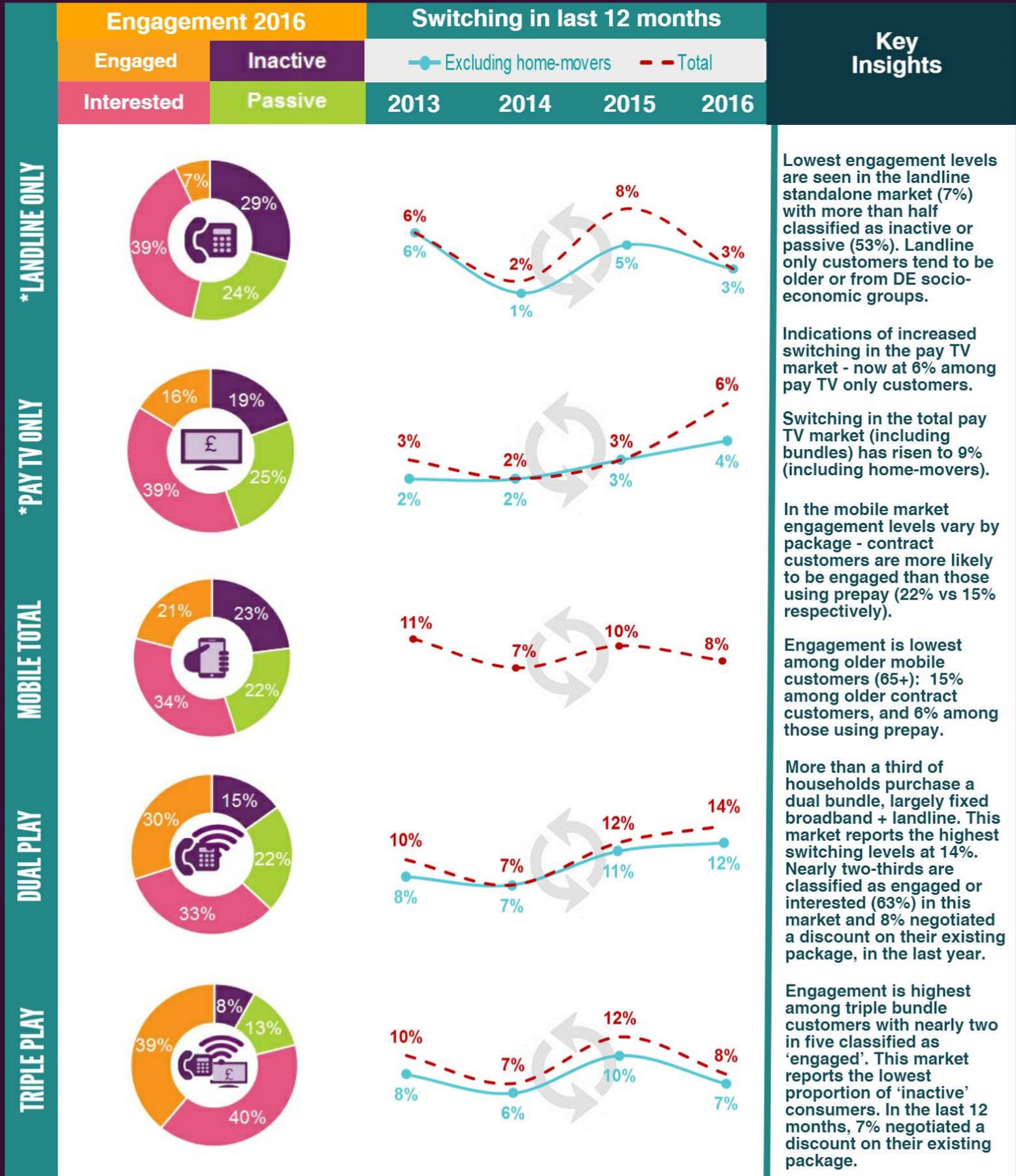


# Communications market: Switching and engagement activity in 2016

This summary highlights the extent consumers are interested in, and engaged with communications markets. Ofcom measures engagement by looking at different ways consumers can participate in the market. These include switching suppliers, making changes or negotiating discounts with existing suppliers or staying informed and being aware of changes in the market. Consumers are allocated to one of four segments for each service, based on measures of past and present behaviour.



\*Landline and Pay TV only = do not purchase any other services from the same provider.  
Source: Ofcom's Switching Tracker, 2016