

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS	1
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER	5
Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching	
QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS	9
Base : Those interviewed about deciding not to switch	
S16. RESPONDENT'S GENDER	13
Base : All eligible respondents (switched or decided not to switch)	
S17. RESPONDENT'S AGE	17
Base : All eligible respondents (switched or decided not to switch)	
S17. SUMMARY OF AGE GROUPS	21
Base : All eligible respondents (switched or decided not to switch)	
S18/S19. And where do you normally live?	25
Base : All eligible respondents (switched or decided not to switch)	
S20B. Which of these describes the area where you live?	33
Base : All eligible respondents (switched or decided not to switch)	
URBANITY	37
Base : All eligible respondents (switched or decided not to switch)	
SOCIO-ECONOMIC GROUP	41
Base : All eligible respondents (switched or decided not to switch)	
SUMMARY OF SEG	45
Base : All eligible respondents (switched or decided not to switch)	
S5A. Which provider is your MAIN one for Mobile?	49
Base : Those interviewed about their mobile phone service	
S11. And when you switched your Mobile Phone service, did you...?	57
Base : Those interviewed about switching their mobile phone service in the last six months	
S11A. Thinking about the last time you switched, did you request a code from your previous provider?	61
Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching	
S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]	65
Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider	
S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?	69
Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider	
S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router, not into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.	73
Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	
S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?	77
Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	
S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?	81
Base : Those interviewed about deciding not to switch their mobile phone service in the last six months	

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)? Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service	85
S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband? Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months	93
S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)? Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	97
S5D. Which provider is your MAIN one for Pay TV (via satellite, cable or broadband)? Base : Those interviewed about their Pay TV service	101
S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)? Base : Those interviewed about deciding not to switch their Pay TV service in the last six months	105
S9. So when you switched your [SERVICES SWITCHED], did you make this change of provider at the same time as moving home? Base : Those interviewed about their switching experience (except mobile) in the last six months	109
Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [CURRENT PROVIDER]? Base : Those interviewed about their mobile phone service	113
Q2. And when you switched from [PREVIOUS PROVIDER] what type of mobile phone package you did you switch from? Base : Those interviewed about switching their mobile phone service in the last six months	117
PREVIOUS AND CURRENT MOBILE PHONE PACKAGES Base : Those interviewed about switching their mobile phone service in the last six months	121
Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option? Base : Those interviewed about their mobile phone service	125
Q3. Which of these best describes your original preference for keeping your number when you switched mobile phone service provider? Base : Those interviewed about switching their mobile phone service in the last six months	129
Q4A. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it? Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only	133
Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it? Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only	137
Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC? Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC	141
Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC? Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC	145
Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.(EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider? Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider	149
Q6. Which, if any, of these were reasons you changed your mobile number? Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number	153
Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]? Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC	161
Q7B. Why did you wait before using the switching code? Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)	165

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?	169
Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	
Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?	173
Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	
Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?	177
Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	
Q10. Thinking back to when you switched your (SERVICE/S) from [PREVIOUS PROVIDER] to [CURRENT PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [CURRENT PROVIDER] do this?	181
Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months	
Q11. When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?	185
Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider	
Q12. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?	189
Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them	
Q13. What made you first think about switching your provider/s?	193
Base : All eligible respondents (switched or decided not to switch)	
Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you... ..	209
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?	226
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?	230
Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period	
Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?	234
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
SUMMARY OF CHARGES FROM PREVIOUS PROVIDER	238
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?	242
Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'	
Q17. When did you find out you had to pay any disconnection charges to your previous provider?	246
Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider	
Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?	250
Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider	
Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	254
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	270
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	286
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	302
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)	318
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)	338
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)	358
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)	378
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	398
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time	
Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	414
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time	
Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	430
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time	
Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	446
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time	
Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)	461
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time	
Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)	481
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time	
Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)	501
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time	
Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)	521
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time	
Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?	541
Base : Those who experienced any major difficulties when switching	
Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?	557
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?	573
Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching	
Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?	577
Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching	
Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?	581
Base : Those interviewed about switching their mobile phone service in the last six months	
Q25. Which of these applied?	585
Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number	
Q26. How long were you without a service?	589
Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number	
Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?	593
Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number	
Q28. Were you provided with a temporary mobile number from your new provider?	597
Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number	

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Q29. When you switched, did you experience any period of time without one or more of your services?	601
Base : Those interviewed about their switching experience (except mobile) in the last six months	
Q30. Which service or services did you lose for a period of time?	605
Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services	
Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?	609
Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service	
Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service	613
Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service	
Q33A. How long were you without your Landline phone/ line rental service?	617
Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service	
Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?	621
Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service	
Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?	625
Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers	
Q35A. Why did you have a period without your Landline phone/ line rental service?	629
Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service	
Q35A. Why did you have a period without your Landline phone/ line rental service?	637
Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service	
Q33B. How long were you without your Fixed broadband service?	645
Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service	
Q34B. Did you want the break in service for your Fixed broadband when you switched?	653
Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service	
Q34B. Did you want the break in service for your Fixed broadband when you switched?	657
Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers	
Q35B. Why did you have a period without your Fixed broadband service?	661
Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service	
Q35B. Why did you have a period without your Fixed broadband service?	669
Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service	
Q33C. How long were you without your Pay TV service?	677
Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service	
Q34C. Did you want the break in service for your Pay TV Service when you switched?	681
Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service	
Q34C. Did you want the break in service for your Pay TV Service when you switched?	685
Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers	
DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE	689
Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services	
Q35C. Why did you have a period without your Pay TV Service?	693
Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service	

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Q35C. Why did you have a period without your Pay TV Service?	701
Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service	
Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE	709
Base : Those who experienced any unwanted break in service	
Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?	717
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q37. Which service or services did you pay two providers at the same time?	721
Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time	
Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?	725
Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time	
Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?	733
Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time	
Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?	737
Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers	
Q41A. Why did the contracts overlap for your Landline phone/ line rental service?	741
Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time	
Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?	749
Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time	
Q40C. Did you want these contracts to overlap for your Fixed broadband service?	757
Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time	
Q40C. Did you want these contracts to overlap for your Fixed broadband service?	761
Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers	
Q41B. Why did the contracts overlap for your Fixed broadband service?	765
Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time	
Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?	773
Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time	
Q40D. Did you want these contracts to overlap for your Pay TV Service?	777
Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time	
Q40D. Did you want these contracts to overlap for your Pay TV Service?	781
Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers	
Q41C. Why did the contracts overlap for your Pay TV Service?	785
Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time	
DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS	793
Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time	
Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S	797
Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time	
Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?	805
Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time	
Q40A. Did you want these contracts to overlap for your Mobile Phone service?	810
Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time	

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Q40A. Did you want these contracts to overlap for your Mobile Phone service?	814
Base : Those interviewed about switching their mobile phone service in the last six months	
Q42. Why did the contracts overlap for your Mobile Phone service?	818
Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route	
Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?	826
Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months	
Q42B. How important were these sports channels in your decision to switch?	834
Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels	
Q43. While considering switching your [SERVICE/S], which of these did you do?	838
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	846
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	873
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	900
Base : Those interviewed about deciding not to switch	
Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	927
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)	954
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)	986
Base : Those interviewed about deciding not to switch	
Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)	1018
Base : Those interviewed about deciding not to switch	
Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)	1050
Base : Those interviewed about deciding not to switch	
Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?	1082
Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch	
Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?	1086
Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch	
Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?	1090
Base : Those naming any major factors that made them decide to stay with their current provider	
Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?	1115
Base : Those interviewed about deciding not to switch	
Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?	1140
Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch	
Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?	1148
Base : Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch	
Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package/' Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?	1152
Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch	

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?	1160
Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months	
Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?	1170
Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels	
Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?	1174
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	
Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?	1178
Base : All eligible respondents (switched or decided not to switch)	
Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?	1182
Base : Those interviewed about their switching experience (except mobile) in the last six months	
Q55. How did this compare to your expectations before starting the switching process?	1186
Base : Those interviewed about their switching experience (except mobile) in the last six months	
Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.	1190
Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)	
C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?	1194
Base : All eligible respondents (switched or decided not to switch)	
C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?	1198
Base : All eligible respondents (switched or decided not to switch)	
C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?	1202
Base : All eligible respondents (switched or decided not to switch)	
C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?	1206
Base : All eligible respondents (switched or decided not to switch)	
C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?	1210
Base : All eligible respondents (switched or decided not to switch)	
C5. Which one of these groups best describes your ethnic group or background?	1222
Base : All eligible respondents (switched or decided not to switch)	
C6. Which of the following best describes you?	1232
Base : All eligible respondents (switched or decided not to switch)	
C7. What is the total number of people in the household (including yourself and any children)?	1236
Base : All eligible respondents (switched or decided not to switch)	
C8. And what is the total number of children aged under 18 in the household?	1240
Base : All eligible respondents (switched or decided not to switch)	
C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)	1244
Base : All eligible respondents (switched or decided not to switch)	
FINANCIAL VULNERABILITY	1248
Base : Those where it is possible to calculate the Financial Vulnerability Index	

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)
Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Mobile switched by PAC	758	-	758	-	-	-	-	-	758	758	-
	42%	-%	59%	-%	-%	-%	-%	-%	78%	100%	-%
			a						c	ac	
Mobile switched by C&R	218	-	218	-	-	-	-	-	218	-	218
	12%	-%	17%	-%	-%	-%	-%	-%	22%	-%	100%
			a						b		ab
Dual Play CPS – involving Virgin	35	35	35	-	35	-	35	-	-	-	-
	2%	11%	3%	-%	20%	-%	23%	-%	-%	-%	-%
		b			a		ac				
Dual Play ORS – not involving Virgin	118	118	118	118	-	-	118	-	-	-	-
	7%	39%	9%	89%	-%	-%	77%	-%	-%	-%	-%
		b		b			ac				
Triple Play CPS – involving Virgin or from Sky	39	39	39	-	39	39	-	-	-	-	-
	2%	13%	3%	-%	23%	72%	-%	-%	-%	-%	-%
		b			a	bc					
Triple Play ORS – not involving Virgin or from Sky	15	15	15	15	-	15	-	-	-	-	-
	1%	5%	1%	11%	-%	28%	-%	-%	-%	-%	-%
		b		b		bc					
Standalone Pay TV	99	99	99	-	99	-	-	99	-	-	-
	5%	32%	8%	-%	57%	-%	-%	100%	-%	-%	-%
		b			a			ab			
All other switches	125	-	-	-	-	-	-	-	-	-	-
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Switched when moving (excl. mobile)	405	-	-	-	-	-	-	-	-	-	-
	22%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Mobile switched by PAC	758	205	155	399	399	-	-	-	-	**	**	**	**	**	**	**
	42%	72%	84%	79%	100%	-%	-%	-%	-%	**	**	**	**	**	**	**
		ef	aef	aef	abcef											
Mobile switched by C&R	218	80	30	108	-	108	80	-	-	**	**	**	**	**	**	**
	12%	28%	16%	21%	-%	100%	100%	-%	-%	**	**	**	**	**	**	**
		bcd	d	d		abcd	abcd									
Dual Play CPS – involving Virgin	35	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	2%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
Dual Play ORS – not involving Virgin	118	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	7%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
Triple Play CPS – involving Virgin or from Sky	39	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	2%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
Triple Play ORS – not involving Virgin or from Sky	15	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	1%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
Standalone Pay TV	99	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	5%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
All other switches	125	-	-	-	-	-	-	125	-	**	**	**	**	**	**	**
	7%	-%	-%	-%	-%	-%	-%	100%	-%	**	**	**	**	**	**	**
								b								
Switched when moving (excl. mobile)	405	-	-	-	-	-	-	-	405	**	**	**	**	**	**	**
	22%	-%	-%	-%	-%	-%	-%	-%	100%	**	**	**	**	**	**	**
								a								

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

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Mobile switched by PAC	758	**	**	**	**	**	**	373	384	583	136	39
	42%	**	**	**	**	**	**	43%	41%	42%	43%	41%
Mobile switched by C&R	218	**	**	**	**	**	**	103	110	180	28	9
	12%	**	**	**	**	**	**	12%	12%	13%	9%	9%
Dual Play CPS – involving Virgin	35	**	**	**	**	**	**	11	24	23	9	2
	2%	**	**	**	**	**	**	1%	3%	2%	3%	2%
Dual Play ORS – not involving Virgin	118	**	**	**	**	**	**	45	72	63	35	19
	7%	**	**	**	**	**	**	5%	8%	5%	11% a	20% ab
Triple Play CPS – involving Virgin or from Sky	39	**	**	**	**	**	**	17	23	24	9	6
	2%	**	**	**	**	**	**	2%	2%	2%	3%	6% a
Triple Play ORS – not involving Virgin or from Sky	15	**	**	**	**	**	**	7	8	12	1	2
	1%	**	**	**	**	**	**	1%	1%	1%	*%	2%
Standalone Pay TV	99	**	**	**	**	**	**	47	50	82	14	3
	5%	**	**	**	**	**	**	5%	5%	6%	4%	3%
All other switches	125	**	**	**	**	**	**	47	76	77	35	11
	7%	**	**	**	**	**	**	5%	8% a	5%	11% a	12% a
Switched when moving (excl. mobile)	405	**	**	**	**	**	**	213	184	355	45	4
	22%	**	**	**	**	**	**	25% b	20%	25% bc	15% c	5%

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

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Mobile switched by PAC	758	356	180	88	132	536	221	656	64	**	**	670	88	341	318
	42%	46%	42%	33%	40%	45%	37%	42%	44%	**	**	41%	51%	42%	41%
		cf	c			cf							a		
Mobile switched by C&R	218	86	44	39	46	130	85	188	13	**	**	199	19	110	81
	12%	11%	10%	15%	14%	11%	14%	12%	9%	**	**	12%	11%	14%	10%
						e									
Dual Play CPS – involving Virgin	35	10	8	8	9	18	17	30	2	**	**	33	2	11	20
	2%	1%	2%	3%	3%	2%	3%	2%	1%	**	**	2%	1%	1%	3%
Dual Play ORS – not involving Virgin	118	31	41	16	30	73	45	102	7	**	**	95	24	40	67
	7%	4%	10%	6%	9%	6%	8%	7%	5%	**	**	6%	14%	5%	9%
			ae		a		a						a		a
Triple Play CPS – involving Virgin or from Sky	39	13	13	6	7	26	13	30	2	**	**	37	2	9	28
	2%	2%	3%	2%	2%	2%	2%	2%	2%	**	**	2%	1%	1%	4%
															a
Triple Play ORS – not involving Virgin or from Sky	15	6	3	3	3	9	6	11	2	**	**	13	2	5	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	1%	1%	1%	1%
Standalone Pay TV	99	46	22	12	19	68	31	83	9	**	**	94	4	38	44
	5%	6%	5%	4%	6%	6%	5%	5%	6%	**	**	6%	3%	5%	6%
All other switches	125	43	33	19	29	76	48	117	4	**	**	108	17	44	59
	7%	6%	8%	7%	9%	6%	8%	8%	3%	**	**	7%	10%	5%	8%
						b									
Switched when moving (excl. mobile)	405	187	81	78	56	267	134	331	41	**	**	390	16	207	150
	22%	24%	19%	29%	17%	22%	22%	21%	28%	**	**	24%	9%	26%	19%
		d		bdef		d	d					b		b	

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

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

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	~b	c
Significance Level: 95%											
Unweighted total	300	-	300	-	-	-	-	-	300	-	300
Effective Weighted Sample	288	-	288	-	-	-	-	-	288	-	288
Total	218	-	218	-	-	-	-	-	218	-	218
Mobile switched by STAC	34	**	34	**	**	**	**	**	34	**	34
	16%	**	16%	**	**	**	**	**	16%	**	16%
Mobile switched by C&R	163	**	163	**	**	**	**	**	163	**	163
	75%	**	75%	**	**	**	**	**	75%	**	75%
Mobile changed number but unsure if STAC	21	**	21	**	**	**	**	**	21	**	21
	10%	**	10%	**	**	**	**	**	10%	**	10%

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

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

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	~d	e	f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	300	105	42	153	-	153	105	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	288	101	40	147	-	147	101	-	-	-	-	-	-	-	-	-
Total	218	80	30	108	-	108	80	-	-	-	-	-	-	-	-	-
Mobile switched by STAC	34	16	**	18	**	18	16	**	**	**	**	**	**	**	**	**
	16%	19%	**	17%	**	17%	19%	**	**	**	**	**	**	**	**	**
Mobile switched by C&R	163	58	**	78	**	78	58	**	**	**	**	**	**	**	**	**
	75%	72%	**	72%	**	72%	72%	**	**	**	**	**	**	**	**	**
Mobile changed number but unsure if STAC	21	7	**	12	**	12	7	**	**	**	**	**	**	**	**	**
	10%	8%	**	11%	**	11%	8%	**	**	**	**	**	**	**	**	**

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

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

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	300	-	-	-	-	-	-	113	180	251	35	12
Effective Weighted Sample	288	-	-	-	-	-	-	113	180	241	34	12
Total	218	-	-	-	-	-	-	103	110	180	28	9
Mobile switched by STAC	34	**	**	**	**	**	**	26	8	31	**	**
	16%	**	**	**	**	**	**	25% b	7%	18%	**	**
Mobile switched by C&R	163	**	**	**	**	**	**	72	88	132	**	**
	75%	**	**	**	**	**	**	70% a	81%	74%	**	**
Mobile changed number but unsure if STAC	21	**	**	**	**	**	**	5	13	16	**	**
	10%	**	**	**	**	**	**	5%	12%	9%	**	**

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

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

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	300	119	60	53	65	179	118	257	20	20	3	275	25	153	110
Effective Weighted Sample	288	114	58	51	62	172	113	247	19	19	3	264	24	147	106
Total	218	86	44	39	46	130	85	188	13	15	2	199	19	110	81
Mobile switched by STAC	34	18	**	**	**	27	8	31	**	**	**	34	**	17	13
	16%	21%	**	**	**	20%	9%	17%	**	**	**	17%	**	16%	16%
		f				f									
Mobile switched by C&R	163	58	**	**	**	93	69	137	**	**	**	146	**	85	60
	75%	68%	**	**	**	71%	81%	73%	**	**	**	74%	**	78%	74%
							a								
Mobile changed number but unsure if STAC	21	9	**	**	**	11	9	20	**	**	**	18	**	7	8
	10%	11%	**	**	**	8%	10%	10%	**	**	**	9%	**	7%	10%

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

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Considered switching mobile	389	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**
Considered switching dual play	170	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Considered switching triple play	191	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Considered switching Pay TV	169	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**

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

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Considered switching mobile	389	**	**	**	**	**	**	**	**	389	-	-	-	-	-	389
	42%	**	**	**	**	**	**	**	**	42%	-%	-%	-%	-%	-%	100%
										bcdef						abcdef
Considered switching dual play	170	**	**	**	**	**	**	**	**	170	170	170	170	-	-	-
	19%	**	**	**	**	**	**	**	**	19%	32%	47%	100%	-%	-%	-%
										efg	aefg	abefg	abcefg			
Considered switching triple play	191	**	**	**	**	**	**	**	**	191	191	191	-	191	-	-
	21%	**	**	**	**	**	**	**	**	21%	36%	53%	-%	100%	-%	-%
										dfg	adfg	abdfg		abcdfg		
Considered switching Pay TV	169	**	**	**	**	**	**	**	**	169	169	-	-	-	169	-
	18%	**	**	**	**	**	**	**	**	18%	32%	-%	-%	-%	100%	-%
										cdeg	acdeg				abcdeg	

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

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Considered switching mobile	389	240	149	-	-	240	149	175	206	276	82	30
	42%	37%	54%	-%	-%	100%	100%	42%	42%	45%	39%	32%
			a							c		
Considered switching dual play	170	120	50	120	50	-	-	73	96	86	48	36
	19%	19%	18%	30%	39%	-%	-%	17%	20%	14%	23%	38%
					a						a	ab
Considered switching triple play	191	160	31	160	31	-	-	85	105	123	46	22
	21%	25%	11%	40%	24%	-%	-%	20%	22%	20%	22%	24%
		b		b								
Considered switching Pay TV	169	123	46	123	46	-	-	88	80	129	34	6
	18%	19%	17%	30%	36%	-%	-%	21%	16%	21%	16%	7%
										c	c	

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

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base : Those interviewed about deciding not to switch

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Considered switching mobile	389	138	111	63	73	249	136	335	**	**	**	347	42	116	220
	42%	38%	46%	40%	46%	41%	43%	42%	**	**	**	43%	40%	40%	41%
			a												
Considered switching dual play	170	58	51	32	30	109	61	148	**	**	**	142	29	58	102
	19%	16%	21%	20%	19%	18%	19%	19%	**	**	**	17%	27%	20%	19%
													a		
Considered switching triple play	191	88	46	32	25	134	57	168	**	**	**	171	20	59	118
	21%	24%	19%	20%	16%	22%	18%	21%	**	**	**	21%	19%	20%	22%
		df													
Considered switching Pay TV	169	74	34	31	30	108	60	145	**	**	**	154	15	54	93
	18%	21%	14%	20%	19%	18%	19%	18%	**	**	**	19%	14%	19%	17%
		b													

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

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

S16. RESPONDENT'S GENDER

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Man	1283	126	602	52	74	24	55	47	476	373	103
	47%	41%	47%	39%	43%	44%	36%	47%	49%	49%	47%
			a					b			
Woman	1418	176	669	79	96	30	95	50	493	384	110
	52%	57%	52%	60%	56%	56%	62%	51%	51%	51%	50%
		b					c				
Non-binary	24	3	6	1	2	-	1	2	3	-	3
	1%	1%	*%	1%	1%	-%	1%	2%	*%	-%	1%
											ab
Prefer to use another term	2	*	*	*	-	-	*	-	-	-	-
	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%	-%
Prefer not to say	5	*	4	*	-	-	*	-	4	2	2
	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	1%

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

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

S16. RESPONDENT'S GENDER

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Man	1283	167	79	230	188	41	48	47	213	421	246	158	73	85	88	175
	47%	59%	43%	45%	47%	38%	59%	38%	53%	46%	46%	44%	43%	44%	52%	45%
		bcde					bcde		a						cd	
Woman	1418	117	106	271	209	62	32	76	184	488	282	202	96	105	80	206
	52%	41%	57%	54%	52%	58%	40%	61%	46%	53%	53%	56%	56%	55%	47%	53%
			af	af	af	af		b				f	f			
Non-binary	24	-	-	3	-	3	-	1	8	9	2	2	1	1	1	7
	1%	-%	-%	1%	-%	3%	-%	1%	2%	1%	*%	*%	1%	*%	*%	2%
						abcd										b
Prefer to use another term	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%
Prefer not to say	5	1	-	3	2	1	1	-	-	1	1	-	-	-	1	-
	*%	*%	-%	1%	*%	1%	1%	-%	-%	*%	*%	-%	-%	-%	*%	-%

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

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

S16. RESPONDENT'S GENDER

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Man	1283	289	132	186	59	102	73	1283	-	870	281	132
	47%	45%	48%	46%	47%	43%	49%	100%	-%	43%	54%	69%
								b			a	ab
Woman	1418	348	140	215	67	133	74	-	1418	1119	238	60
	52%	54%	51%	53%	53%	55%	49%	-%	100%	56%	46%	31%
									a	bc	c	
Non-binary	24	6	3	2	1	4	3	-	-	21	2	-
	1%	1%	1%	*%	*%	2%	2%	-%	-%	1%	*%	-%
Prefer to use another term	2	1	-	-	-	1	-	-	-	-	2	-
	*%	*%	-%	-%	-%	1%	-%	-%	-%	-%	*%	-%
											a	
Prefer not to say	5	1	-	1	-	-	-	-	-	4	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%

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

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

S16. RESPONDENT'S GENDER

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Man	1283	578	291	209	200	869	409	1111	92	71	**	1168	115	524	603
	47%	51%	44%	49%	41%	48%	45%	47%	44%	52%	**	48%	41%	48%	46%
		bdf		d		bd						b			
Woman	1418	542	367	214	285	910	500	1213	115	61	**	1255	163	553	702
	52%	48%	55%	50%	59%	50%	55%	52%	55%	45%	**	51%	59%	51%	54%
			ae		ace		ae						a		
Non-binary	24	12	7	3	3	19	5	18	2	4	**	23	1	13	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	**	1%	*%	1%	*%
										a				b	
Prefer to use another term	2	1	*	-	-	2	-	*	-	-	**	2	-	*	-
	*%	*%	*%	-%	-%	*%	-%	*%	-%	-%	**	*%	-%	*%	-%
Prefer not to say	5	3	2	-	-	5	-	3	2	1	**	5	-	2	-
	*%	*%	*%	-%	-%	*%	-%	*%	1%	*%	**	*%	-%	*%	-%
								a							

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

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

S17. RESPONDENT'S AGE

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
16-24 years	382	24	211	2	22	3	5	17	187	134	53
	14%	8%	16%	2%	13%	5%	3%	17%	19%	18%	24%
			a		a			ab			b
25-34 years	1030	92	474	33	59	16	38	38	381	300	81
	38%	30%	37%	25%	34%	30%	25%	38%	39%	40%	37%
			a		a			b			
35-44 years	603	89	284	39	49	17	44	28	195	150	46
	22%	29%	22%	30%	28%	32%	29%	28%	20%	20%	21%
		b									
45-54 years	312	41	150	20	21	7	25	9	110	91	18
	11%	13%	12%	15%	12%	13%	16%	9%	11%	12%	8%
							c				
55-64 years	210	28	82	17	11	3	20	5	54	44	9
	8%	9%	6%	12%	7%	6%	13%	5%	6%	6%	4%
		b		b			ac				
65-74 years	147	24	54	17	7	4	17	3	30	23	7
	5%	8%	4%	13%	4%	7%	11%	3%	3%	3%	3%
		b		b			c				
75 years or over	44	8	26	4	4	4	4	-	18	16	2
	2%	3%	2%	3%	2%	7%	3%	-%	2%	2%	1%
						bc	c				
Prefer not to say	3	*	2	*	-	-	*	-	1	-	1
	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	1%

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

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

S17. RESPONDENT'S AGE

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
16-24 years	382	83	13	91	66	25	22	19	58	94	38	14	6	9	24	56
	14%	29%	7%	18%	17%	23%	28%	15%	14%	10%	7%	4%	3%	5%	14%	15%
		bcd		b	b	b	bcd			bcde	cd				bcde	abcde
25-34 years	1030	114	49	218	173	45	26	32	225	299	172	113	49	64	59	127
	38%	40%	26%	43%	43%	42%	33%	26%	56%	33%	32%	31%	29%	33%	35%	33%
		b		b	b	b			a							
35-44 years	603	40	38	117	91	26	14	26	72	221	127	81	31	50	46	93
	22%	14%	21%	23%	23%	24%	18%	21%	18%	24%	24%	22%	18%	26%	27%	24%
				a	a	a				d	d			d	d	
45-54 years	312	18	33	59	50	9	7	25	29	108	65	45	25	20	20	43
	11%	6%	18%	12%	13%	8%	8%	20%	7%	12%	12%	12%	15%	10%	12%	11%
			aef	a	a			b								
55-64 years	210	22	19	13	13	-	6	10	16	102	63	49	23	26	14	39
	8%	8%	10%	3%	3%	-%	8%	8%	4%	11%	12%	14%	14%	13%	8%	10%
		cde	cde	e	e		ce					f	f	f		
65-74 years	147	4	19	7	5	2	2	10	4	79	51	45	28	17	5	29
	5%	2%	10%	1%	1%	2%	3%	8%	1%	9%	10%	13%	17%	9%	3%	7%
			acdef					b		f	f	afg	abefg	f		f
75 years or over	44	3	14	1	-	1	1	2	-	16	15	13	8	5	1	2
	2%	1%	8%	1%	0%	1%	2%	2%	0%	2%	3%	4%	5%	3%	1%	0%
			acdef				d				fg	afg	afg	fg		
Prefer not to say	3	1	-	1	-	1	1	1	-	-	-	-	-	-	-	-
	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%

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

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

S17. RESPONDENT'S AGE

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
16-24 years	382 14%	71 11%	23 8%	29 7%	9 7%	42 17%	14 10%	144 11%	229 16% a	382 19% bc	- -%	- -%
25-34 years	1030 38%	210 33%	89 32%	130 32%	42 33%	80 33%	47 31%	455 35%	566 40% a	1030 51% bc	- -%	- -%
35-44 years	603 22%	151 23%	70 25%	100 25%	28 22%	51 21%	42 28%	271 21%	325 23%	603 30% bc	- -%	- -%
45-54 years	312 11%	81 13%	27 10%	50 12%	15 12%	30 13%	13 8%	155 12%	155 11%	- -%	312 60% ac	- -%
55-64 years	210 8%	70 11%	33 12%	48 12%	15 12%	22 9%	18 12%	127 10% b	83 6%	- -%	210 40% ac	- -%
65-74 years	147 5%	51 8%	28 10%	38 9%	13 10%	13 5%	15 10%	98 8% b	49 3%	- -%	- -%	147 77% ab
75 years or over	44 2%	11 2%	5 2%	9 2%	5 4%	2 1%	- -%	33 3% b	11 1%	- -%	- -%	44 23% ab
Prefer not to say	3 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%

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

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

S17. RESPONDENT'S AGE

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
16-24 years	382	151	99	69	58	250	127	334	28	16	**	356	26	190	120
	14%	13%	15%	16%	12%	14%	14%	14%	13%	12%	**	14% b	9%	17% b	9%
25-34 years	1030	429	242	180	174	671	354	891	68	56	**	951	79	430	482
	38%	38%	36%	42% bde	36%	37%	39%	38%	33%	41%	**	39% b	28%	39%	37%
35-44 years	603	293	140	78	91	434	169	508	68	18	**	544	59	221	304
	22%	26% bcd	21%	18%	19%	24% cdf	18%	22% c	32% ac	13%	**	22%	21%	20%	23%
45-54 years	312	120	85	41	63	205	103	264	23	15	**	270	42	118	154
	11%	11%	13%	10%	13%	11%	11%	11%	11%	11%	**	11%	15% a	11%	12%
55-64 years	210	69	53	32	57	122	89	184	8	15	**	178	33	74	126
	8%	6%	8%	8%	12% abce	7%	10% ae	8% b	4%	11% b	**	7%	12% a	7%	10% a
65-74 years	147	46	41	24	36	87	60	128	9	10	**	118	29	47	96
	5%	4%	6% a	6%	7% ae	5%	7% ae	5%	4%	7%	**	5%	10% a	4%	7% a
75 years or over	44	25	7	3	10	32	12	34	6	4	**	33	11	12	29
	2%	2% c	1%	1%	2%	2%	1%	1%	3%	3%	**	1%	4% a	1%	2% a
Prefer not to say	3	2	1	-	-	3	-	2	-	1	**	3	-	-	-
	*%	*%	*%	-%	-%	*%	-%	*%	-%	1% a	**	*%	-%	-%	-%

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

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

S17. SUMMARY OF AGE GROUPS

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
16-34	1411	116	684	36	81	19	43	55	568	434	134
	52%	38%	53%	27%	47%	35%	28%	55%	58%	57%	62%
			a		a			ab			
35-54	915	129	434	59	70	24	69	36	305	241	64
	33%	42%	34%	44%	40%	45%	45%	37%	31%	32%	29%
		b									
55+	402	60	162	38	22	11	41	8	102	84	19
	15%	20%	13%	28%	13%	20%	27%	8%	10%	11%	9%
		b		b		c	c				
REFUSED	3	*	2	*	-	-	*	-	1	-	1
	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	1%

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

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

S17. SUMMARY OF AGE GROUPS

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
16-34	1411	197	62	309	239	70	49	51	283	393	210	128	55	73	82	183
	52%	69%	34%	61%	60%	65%	61%	41%	70%	43%	40%	35%	32%	38%	49%	47%
		bcd		b	b	b	b		a	cd	d				bcde	bcde
35-54	915	58	71	175	141	34	21	51	102	328	192	126	56	70	66	136
	33%	20%	38%	35%	35%	32%	26%	41%	25%	36%	36%	35%	33%	37%	39%	35%
			af	a	a	a		b								
55+	402	29	52	21	18	3	10	22	21	198	128	108	60	48	21	69
	15%	10%	28%	4%	5%	3%	12%	17%	5%	21%	24%	30%	35%	25%	12%	18%
		cde	acdef				cde	b		f	fg	abfg	abefg	fg		
REFUSED	3	1	-	1	-	1	1	1	-	-	-	-	-	-	-	-
	*%	*%	-%	*%	-%	1%	1%	1%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

S17. SUMMARY OF AGE GROUPS

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
16-34	1411	281	112	159	51	122	61	599	795	1411	-	-
	52%	44%	41%	39%	40%	51%	41%	47%	56%	70%	-%	-%
									a	bc		
35-54	915	231	97	150	42	82	55	426	480	603	312	-
	33%	36%	35%	37%	33%	34%	37%	33%	34%	30%	60%	-%
										c	ac	
55+	402	131	66	95	33	36	33	258	143	-	210	192
	15%	20%	24%	23%	26%	15%	22%	20%	10%	-%	40%	100%
								b			a	ab
REFUSED	3	-	-	-	-	-	-	-	1	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%

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

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

S17. SUMMARY OF AGE GROUPS

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
16-34	1411	581	340	249	232	921	481	1225	97	72	**	1307	105	620	603
	52%	51%	51%	58%	48%	51%	53%	52%	46%	53%	**	53%	38%	57%	46%
				abdef								b		b	
35-54	915	414	225	119	153	639	272	772	91	33	**	814	101	339	458
	33%	36%	34%	28%	31%	35%	30%	33%	43%	25%	**	33%	36%	31%	35%
		cdf	c			cf		c	ac						a
55+	402	140	101	59	102	241	161	345	23	29	**	329	73	134	251
	15%	12%	15%	14%	21%	13%	18%	15%	11%	22%	**	13%	26%	12%	19%
					abce		ae			ab			a		a
REFUSED	3	2	1	-	-	3	-	2	-	1	**	3	-	-	-
	*%	*%	*%	-%	-%	*%	-%	*%	-%	1%	**	*%	-%	-%	-%
										a					

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

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
North East	168	13	71	4	9	3	6	5	58	47	11
	6%	4%	6%	3%	5%	5%	4%	5%	6%	6%	5%
Yorkshire and Humberside	213	28	105	12	16	3	15	9	78	58	20
	8%	9%	8%	9%	9%	6%	10%	9%	8%	8%	9%
North West	294	38	132	15	23	9	16	13	94	68	26
	11%	12%	10%	11%	13%	16%	10%	13%	10%	9%	12%
West Midlands	317	32	130	14	18	6	17	9	98	81	17
	12%	10%	10%	10%	11%	11%	11%	9%	10%	11%	8%
East Midlands	206	27	101	13	14	4	16	7	74	51	24
	8%	9%	8%	10%	8%	7%	11%	7%	8%	7%	11% b
South West	202	22	99	12	10	3	12	7	77	60	17
	7%	7%	8%	9%	6%	6%	8%	7%	8%	8%	8%
East Anglia	181	20	85	10	9	4	10	6	65	56	9
	7%	6%	7%	8%	5%	7%	6%	6%	7%	7%	4%
South East	353	43	157	21	21	4	25	13	115	96	19
	13%	14%	12%	16%	12%	8%	16% a	13%	12%	13%	9%
Greater London	405	34	216	12	21	6	14	14	182	139	43
	15%	11%	17% a	9%	12%	11%	9%	14%	19%	18%	20%
English region - prefer not to say	5	1	3	*	1	-	*	1	2	-	2
	*%	*%	*%	*%	1%	-%	*%	1%	*%	-%	1% b
Total England	2344	257	1101	114	143	41	132	83	844	656	188
	86%	84%	86%	85%	83%	76%	87% a	84%	86%	87%	86%
Scotland	211	23	100	9	14	4	9	9	78	64	13
	8%	7%	8%	7%	8%	8%	6%	9%	8%	8%	6%

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

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Wales	136	19	60	8	11	6	8	5	40	25	15
	5%	6%	5%	6%	7%	11%	6%	5%	4%	3%	7%
						b					b
Northern Ireland	40	7	22	2	5	3	3	1	15	13	2
	1%	2%	2%	2%	3%	6%	2%	1%	1%	2%	1%
						b					

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

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Table 7

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
North East	168 6%	17 6%	12 6%	30 6%	27 7%	3 3%	5 6%	8 6%	44 11%	45 5%	24 5%	14 4%	9 5%	5 3%	11 6% e	21 5%
Yorkshire and Humberside	213 8%	28 10%	13 7%	37 7%	25 6%	12 12%	6 8%	18 14% b	21 5%	69 8%	44 8%	35 10% f	14 8%	21 11% f	9 5%	26 7%
North West	294 11%	26 9%	11 6%	57 11%	42 10%	15 14% b	8 10%	10 8%	44 11%	107 12%	67 13%	51 14% f	17 10%	34 18% abdfg	15 9%	41 10%
West Midlands	317 12%	29 10%	16 9%	53 11%	46 11%	8 7%	8 10%	13 10%	61 15%	113 12%	65 12%	46 13%	16 10%	30 16% d	19 11%	49 12%
East Midlands	206 8%	17 6%	17 9%	41 8%	30 7%	11 10%	7 9%	11 9%	24 6%	69 8%	39 7%	25 7%	14 8%	11 6%	14 8%	31 8%
South West	202 7%	17 6%	18 10%	43 8%	35 9%	8 7%	7 9%	9 7%	24 6%	70 8%	43 8%	32 9%	14 8%	18 9%	11 7%	27 7%
East Anglia	181 7%	15 5%	16 9% f	34 7%	30 7%	4 4%	2 3%	7 5%	24 6%	66 7%	41 8%	24 7%	14 8%	10 5%	17 10% e	25 6%
South East	353 13%	24 9%	36 20% acdef	54 11%	43 11%	11 10%	7 8%	25 20% b	39 10%	132 14% e	70 13%	47 13%	28 17% e	19 10%	23 14%	61 16% e
Greater London	405 15%	73 26% b	11 6%	99 19% b	79 20% b	20 19% b	19 24% b	17 13%	50 12%	123 13%	69 13%	41 11%	22 13%	19 10%	27 16% ce	54 14%
English region - prefer not to say	5 *%	1 *%	1 1%	- -%	- -%	- -%	1 1% c	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%
Total England	2344 86%	246 86%	151 82%	447 88% b	355 89% b	92 85%	70 87%	117 94% b	331 82%	795 87%	461 87%	316 87%	148 87%	168 88%	145 86%	335 86%

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

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Scotland	211	19	17	41	34	7	4	4	41	65	38	27	12	15	11	27
	8%	7%	9%	8%	9%	7%	5%	3%	10%	7%	7%	7%	7%	8%	6%	7%
Wales	136	15	9	16	8	8	6	3	29	44	21	13	7	6	8	23
	5%	5%	5%	3%	2%	7%	7%	3%	7%	5%	4%	4%	4%	3%	5%	6%
		d				cd	d									
Northern Ireland	40	4	8	2	1	1	-	-	4	15	10	5	4	1	5	5
	1%	2%	4%	*%	*%	1%	-%	-%	1%	2%	2%	1%	2%	1%	3%	1%
			cdf												e	

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

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
North East	168	33	12	18	7	15	5	82	87	122	42	5
	6%	5%	4%	4%	5%	6%	4%	6%	6%	6%	8%	2%
Yorkshire and Humberside	213	45	24	30	14	15	10	98	114	144	44	24
	8%	7%	9%	7%	11%	6%	7%	8%	8%	7%	9%	13%
North West	294	82	26	54	13	27	13	129	163	234	44	16
	11%	13%	9%	13%	10%	11%	9%	10%	11%	12%	8%	8%
West Midlands	317	82	31	52	13	30	18	148	160	251	53	13
	12%	13%	11%	13%	10%	13%	12%	12%	11%	12%	10%	7%
East Midlands	206	53	17	30	9	23	8	89	116	139	51	16
	8%	8%	6%	7%	7%	10%	5%	7%	8%	7%	10%	8%
South West	202	49	22	33	11	16	11	93	109	144	38	20
	7%	8%	8%	8%	8%	7%	7%	7%	8%	7%	7%	10%
East Anglia	181	42	23	30	11	12	13	87	94	118	47	16
	7%	7%	9%	7%	9%	5%	8%	7%	7%	6%	9%	8%
South East	353	82	50	51	19	30	31	151	199	231	81	41
	13%	13%	18%	13%	15%	13%	21%	12%	14%	11%	15%	22%
Greater London	405	86	36	54	15	33	21	233	170	345	48	11
	15%	13%	13%	13%	12%	14%	14%	18%	12%	17%	9%	6%
English region - prefer not to say	5	-	1	-	-	-	1	2	2	4	-	-
	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Total England	2344	553	242	351	110	202	132	1111	1213	1733	448	162
	86%	86%	88%	87%	87%	84%	89%	87%	86%	86%	86%	84%

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

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Scotland	211	46	19	28	10	18	9	92	115	164	31	15
	8%	7%	7%	7%	8%	7%	6%	7%	8%	8%	6%	8%
Wales	136	33	11	17	5	16	6	71	61	90	30	14
	5%	5%	4%	4%	4%	7%	4%	6%	4%	4%	6%	8%
												a
Northern Ireland	40	12	3	8	2	3	1	10	30	27	13	*
	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	*%
									a		c	

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

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
North East	168	57	53	29	28	110	57	168	-	-	**	157	12	62	82
	6%	5%	8%	7%	6%	6%	6%	7%	-%	-%	**	6%	4%	6%	6%
			a					bc							
Yorkshire and Humberside	213	76	58	40	37	134	78	213	-	-	**	186	27	94	93
	8%	7%	9%	9%	8%	7%	8%	9%	-%	-%	**	8%	10%	9%	7%
								bc							
North West	294	130	66	35	62	197	97	294	-	-	**	270	23	119	144
	11%	11%	10%	8%	13%	11%	11%	13%	-%	-%	**	11%	8%	11%	11%
					c			bc							
West Midlands	317	116	71	64	65	187	129	317	-	-	**	298	19	140	156
	12%	10%	11%	15%	13%	10%	14%	14%	-%	-%	**	12%	7%	13%	12%
				abe			abe	bc				b			
East Midlands	206	84	57	29	35	141	64	206	-	-	**	172	34	87	98
	8%	7%	9%	7%	7%	8%	7%	9%	-%	-%	**	7%	12%	8%	8%
								bc					a		
South West	202	65	63	24	49	127	74	202	-	-	**	171	30	69	114
	7%	6%	9%	6%	10%	7%	8%	9%	-%	-%	**	7%	11%	6%	9%
			ace		ace		a	bc					a		a
East Anglia	181	73	42	31	35	115	66	181	-	-	**	146	35	77	87
	7%	6%	6%	7%	7%	6%	7%	8%	-%	-%	**	6%	13%	7%	7%
								bc					a		
South East	353	155	79	50	65	233	115	353	-	-	**	300	54	128	186
	13%	14%	12%	12%	13%	13%	13%	15%	-%	-%	**	12%	19%	12%	14%
								bc					a		
Greater London	405	236	90	36	39	326	76	405	-	-	**	403	2	171	166
	15%	21%	14%	8%	8%	18%	8%	17%	-%	-%	**	16%	1%	16%	13%
		bcd	cd			bcd		bc				b		b	
English region - prefer not to say	5	3	1	1	-	4	1	5	-	-	**	5	-	2	1
	*%	*%	*%	*%	-%	*%	*%	*%	-%	-%	**	*%	-%	*%	*%

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

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Total England	2344	995	579	340	416	1574	756	2344	-	-	**	2107	237	947	1128
	86%	88%	87%	80%	85%	87%	83%	100%	-%	-%	**	86%	85%	87%	86%
		cf	cf		c	cf		bc							
Scotland	211	87	37	41	45	124	86	-	211	-	**	196	14	78	93
	8%	8%	5%	10%	9%	7%	9%	-%	100%	-%	**	8%	5%	7%	7%
				be	b		be		ac						
Wales	136	42	38	36	21	80	56	-	-	136	**	116	20	58	63
	5%	4%	6%	8%	4%	4%	6%	-%	-%	100%	**	5%	7%	5%	5%
			a	ade			ae			ab			a		
Northern Ireland	40	12	14	9	5	26	15	-	-	-	**	33	7	10	27
	1%	1%	2%	2%	1%	1%	2%	-%	-%	-%	**	1%	3%	1%	2%
															a

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

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

S20B. Which of these describes the area where you live?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Large city	954	93	457	28	65	18	33	41	364	290	74
	35%	30%	36%	21%	38%	34%	22%	42%	37%	38%	34%
			a		a	b		b			
Smaller city or large town	644	73	307	32	41	13	39	21	234	176	58
	24%	24%	24%	24%	24%	24%	25%	22%	24%	23%	27%
Medium town	461	52	204	20	32	12	24	17	152	119	33
	17%	17%	16%	15%	19%	22%	16%	17%	16%	16%	15%
Small town	394	54	173	28	26	7	32	15	119	85	34
	14%	18%	13%	21%	15%	13%	21%	15%	12%	11%	16%
		b		b			a				
Rural area	279	34	141	25	9	4	26	4	107	88	19
	10%	11%	11%	19%	5%	7%	17%	4%	11%	12%	9%
				b			ac				

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

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

S20B. Which of these describes the area where you live?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Large city	954	146	41	177	141	36	30	29	181	287	166	107	32	74	59	121
	35%	51%	22%	35%	35%	33%	37%	23%	45%	31%	31%	30%	19%	39%	35%	31%
		bcdef		b	b	b	b		a	d	d	d		abcdg	d	d
Smaller city or large town	644	58	40	136	107	29	23	30	106	202	117	82	37	45	34	85
	24%	20%	22%	27%	27%	27%	29%	24%	26%	22%	22%	23%	22%	24%	20%	22%
Medium town	461	40	33	80	61	18	10	21	67	168	92	60	33	27	32	76
	17%	14%	18%	16%	15%	17%	13%	17%	17%	18%	17%	17%	19%	14%	19%	20%
Small town	394	25	38	56	41	16	12	28	36	157	93	64	40	24	29	65
	14%	9%	21%	11%	10%	14%	16%	23%	9%	17%	17%	18%	23%	13%	17%	17%
			acd					b			e		abceg			
Rural area	279	17	32	58	48	9	4	17	16	106	64	49	29	20	15	42
	10%	6%	18%	11%	12%	9%	5%	13%	4%	11%	12%	13%	17%	11%	9%	11%
			aef	a	a			b				f	abefg			

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

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

S20B. Which of these describes the area where you live?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Large city	954	218	69	135	31	83	38	522	420	806	112	35
	35%	34%	25%	33%	24%	35%	26%	41%	30%	40%	21%	18%
		b		b				b		bc		
Smaller city or large town	644	137	65	91	26	46	39	303	332	456	150	37
	24%	21%	23%	23%	21%	19%	26%	24%	23%	23%	29%	19%
											ac	
Medium town	461	112	56	64	28	48	28	195	259	350	79	30
	17%	17%	20%	16%	22%	20%	19%	15%	18%	17%	15%	16%
					a				a			
Small town	394	106	52	72	21	34	31	148	243	238	106	49
	14%	16%	19%	18%	16%	14%	21%	12%	17%	12%	20%	26%
									a		a	a
Rural area	279	71	34	42	22	29	13	115	163	164	75	40
	10%	11%	12%	10%	17%	12%	8%	9%	12%	8%	14%	21%
					a				a		a	ab

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

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

S20B. Which of these describes the area where you live?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Large city	954	489	211	121	127	700	248	835	81	28	**	954	-	412	419
	35%	43%	32%	28%	26%	39%	27%	36%	39%	20%	**	39%	-%	38%	32%
		bcdef	df			bcdf		c	c			b		b	
Smaller city or large town	644	241	171	118	113	412	230	559	40	32	**	644	-	250	306
	24%	21%	26%	28%	23%	23%	25%	24%	19%	23%	**	26%	-%	23%	23%
			a	ae			a					b			
Medium town	461	180	116	71	90	296	161	383	42	31	**	461	-	172	231
	17%	16%	17%	17%	18%	16%	18%	16%	20%	23%	**	19%	-%	16%	18%
										a		b			
Small town	394	130	108	69	85	238	154	330	33	25	**	394	-	159	199
	14%	11%	16%	16%	17%	13%	17%	14%	16%	19%	**	16%	-%	15%	15%
			a	a	ae		ae					b			
Rural area	279	97	62	47	73	158	120	237	14	20	**	-	279	99	155
	10%	8%	9%	11%	15%	9%	13%	10%	7%	15%	**	-%	100%	9%	12%
					abe		abe			b			a		a

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

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

URBANITY

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
URBAN	2453	272	1141	108	164	50	127	94	869	670	199
	90%	89%	89%	81%	95%	93%	83%	96%	89%	88%	91%
					a	b		b			
RURAL	279	34	141	25	9	4	26	4	107	88	19
	10%	11%	11%	19%	5%	7%	17%	4%	11%	12%	9%
				b			ac				

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

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

URBANITY

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
URBAN	2453	268	153	449	351	98	76	108	390	814	467	313	142	171	154	347
	90%	94%	82%	89%	88%	91%	95%	87%	96%	89%	88%	87%	83%	89%	91%	89%
		bcd				b	b		a	d	d			d	cd	d
RURAL	279	17	32	58	48	9	4	17	16	106	64	49	29	20	15	42
	10%	6%	18%	11%	12%	9%	5%	13%	4%	11%	12%	13%	17%	11%	9%	11%
			aef	a	a			b				f	abefg			

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

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

URBANITY

Base : All eligible respondents (switched or decided not to switch)

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
URBAN	2453	573	241	361	105	211	136	1168	1255	1850	448	151
	90%	89%	88%	90%	83%	88%	92%	91%	88%	92%	86%	79%
				b				b		bc	c	
RURAL	279	71	34	42	22	29	13	115	163	164	75	40
	10%	11%	12%	10%	17%	12%	8%	9%	12%	8%	14%	21%
					a				a		a	ab

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

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

URBANITY

Base : All eligible respondents (switched or decided not to switch)

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
URBAN	2453	1040	606	379	414	1645	793	2107	196	116	**	2453	-	994	1156
	90%	92%	91%	89%	85%	91%	87%	90%	93%	85%	**	100%	-%	91%	88%
		df	df			df			c			b		b	
RURAL	279	97	62	47	73	158	120	237	14	20	**	-	279	99	155
	10%	8%	9%	11%	15%	9%	13%	10%	7%	15%	**	-%	100%	9%	12%
					abe		abe			b			a		a

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

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

SOCIO-ECONOMIC GROUP

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
A	351	25	181	6	18	5	5	14	156	128	29
	13%	8%	14%	5%	10%	9%	4%	14%	16%	17%	13%
			a		a	b		b			
B	785	82	368	31	51	14	36	32	286	228	57
	29%	27%	29%	23%	30%	26%	24%	32%	29%	30%	26%
								b			
C1	667	87	312	44	43	16	49	22	225	180	44
	24%	28%	24%	33%	25%	30%	32%	22%	23%	24%	20%
		b		b			c				
C2	426	45	172	19	26	10	24	12	128	88	39
	16%	15%	13%	14%	15%	18%	15%	12%	13%	12%	18%
											ab
D	270	30	121	12	17	4	16	10	91	70	21
	10%	10%	9%	9%	10%	8%	10%	10%	9%	9%	10%
E	218	37	124	20	17	5	22	9	87	63	24
	8%	12%	10%	15%	10%	9%	15%	10%	9%	8%	11%
				b							
Don't know	14	1	5	-	1	-	-	1	4	2	2
	1%	*%	*%	-%	*%	-%	-%	1%	*%	*%	1%

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

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

SOCIO-ECONOMIC GROUP

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
A	351	72	11	74	64	10	16	9	92	70	37	16	9	7	21	33
	13%	25%	6%	15%	16%	10%	20%	7%	23%	8%	7%	4%	5%	4%	12%	8%
		bcde		b	b		be		a	ce	c				abcde	ce
B	785	69	58	158	124	34	17	34	95	288	184	130	50	80	53	105
	29%	24%	32%	31%	31%	31%	22%	27%	23%	31%	35%	36%	29%	42%	32%	27%
											g	adg		abdfg		
C1	667	53	50	121	101	20	18	33	81	242	131	97	51	46	34	111
	24%	19%	27%	24%	25%	19%	23%	26%	20%	26%	25%	27%	30%	24%	20%	29%
										f		f	f			f
C2	426	37	28	62	41	21	13	19	78	157	94	64	32	32	31	63
	16%	13%	15%	12%	10%	20%	17%	15%	19%	17%	18%	18%	19%	17%	18%	16%
						cd										
D	270	25	17	48	39	9	5	20	44	85	48	28	19	9	20	37
	10%	9%	9%	10%	10%	8%	6%	16%	11%	9%	9%	8%	11%	5%	12%	9%
						e				e	e	e	e		ce	e
E	218	27	21	39	28	12	9	9	12	73	36	27	11	16	10	37
	8%	9%	11%	8%	7%	11%	11%	7%	3%	8%	7%	7%	6%	8%	6%	9%
Don't know	14	1	-	3	2	2	1	1	4	4	*	-	-	-	*	4
	1%	*%	-%	1%	*%	1%	1%	1%	1%	*%	*%	-%	-%	-%	*%	1%
																bc

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

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

SOCIO-ECONOMIC GROUP

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
A	351	51	19	27	10	23	9	218	125	292	50	8
	13%	8%	7%	7%	8%	10%	6%	17%	9%	14%	10%	4%
								b		bc	c	
B	785	222	66	151	32	70	34	360	417	582	139	64
	29%	34%	24%	38%	25%	29%	23%	28%	29%	29%	27%	33%
		b		b								
C1	667	162	80	96	35	66	45	291	367	481	138	48
	24%	25%	29%	24%	27%	28%	30%	23%	26%	24%	26%	25%
C2	426	115	42	74	21	41	21	209	214	327	73	27
	16%	18%	15%	18%	16%	17%	14%	16%	15%	16%	14%	14%
D	270	48	37	30	18	18	19	111	159	204	55	11
	10%	7%	13%	7%	14%	8%	13%	9%	11%	10%	11%	6%
			a		a				a	c	c	
E	218	44	28	25	11	19	17	89	126	119	64	35
	8%	7%	10%	6%	9%	8%	12%	7%	9%	6%	12%	18%
			a								a	ab
Don't know	14	1	3	*	-	1	3	5	9	10	4	-
	1%	*%	1%	*%	-%	*%	2%	*%	1%	1%	1%	-%

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

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

SOCIO-ECONOMIC GROUP

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
A	351	351	-	-	-	351	-	314	21	12	**	323	28	179	125
	13%	31%	-%	-%	-%	19%	-%	13%	10%	9%	**	13%	10%	16%	9%
		bcdef				bcdf								b	
B	785	785	-	-	-	785	-	680	67	30	**	717	68	275	405
	29%	69%	-%	-%	-%	44%	-%	29%	32%	22%	**	29%	24%	25%	31%
		bcdef				bcdf			c					a	
C1	667	-	667	-	-	667	-	579	37	38	**	606	62	219	377
	24%	-%	100%	-%	-%	37%	-%	25%	17%	28%	**	25%	22%	20%	29%
			acdef			acdf		b		b				a	
C2	426	-	-	426	-	-	426	340	41	36	**	379	47	177	199
	16%	-%	-%	100%	-%	-%	47%	14%	20%	26%	**	15%	17%	16%	15%
				abdef			abde		a	a					
D	270	-	-	-	270	-	270	222	33	12	**	228	42	112	134
	10%	-%	-%	-%	55%	-%	30%	9%	15%	9%	**	9%	15%	10%	10%
					abcef		abce		a				a		
E	218	-	-	-	218	-	218	194	13	9	**	186	31	127	70
	8%	-%	-%	-%	45%	-%	24%	8%	6%	6%	**	8%	11%	12%	5%
					abcef		abce						a	b	
Don't know	14	-	-	-	-	-	-	14	-	-	**	14	-	4	2
	1%	-%	-%	-%	-%	-%	-%	1%	-%	-%	**	1%	-%	*%	*%

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

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

SUMMARY OF SEG

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
AB	1136	107	549	38	69	19	42	46	442	356	86
	42%	35%	43%	28%	40%	35%	27%	47%	45%	47%	39%
			a		a			ab		c	
C1	667	87	312	44	43	16	49	22	225	180	44
	24%	28%	24%	33%	25%	30%	32%	22%	23%	24%	20%
		b		b			c				
C2	426	45	172	19	26	10	24	12	128	88	39
	16%	15%	13%	14%	15%	18%	15%	12%	13%	12%	18%
											ab
DE	488	67	245	32	34	9	39	19	178	132	46
	18%	22%	19%	24%	20%	17%	25%	19%	18%	17%	21%
ABC1	1804	194	860	82	112	35	91	68	666	536	130
	66%	63%	67%	61%	65%	65%	59%	68%	68%	71%	60%
									c	c	
C2DE	914	112	417	51	60	19	62	31	306	221	85
	33%	36%	33%	39%	35%	35%	41%	31%	31%	29%	39%
							c				ab
REFUSED	14	1	5	-	1	-	-	1	4	2	2
	1%	*%	*%	-%	*%	-%	-%	1%	*%	*%	1%

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

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Table 11

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

SUMMARY OF SEG

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
AB	1136	141	69	232	188	44	33	43	187	358	220	146	58	88	74	138
	42%	50%	37%	46%	47%	41%	42%	35%	46%	39%	42%	40%	34%	46%	44%	35%
		b									d			adg	dg	
C1	667	53	50	121	101	20	18	33	81	242	131	97	51	46	34	111
	24%	19%	27%	24%	25%	19%	23%	26%	20%	26%	25%	27%	30%	24%	20%	29%
										f		f	f			f
C2	426	37	28	62	41	21	13	19	78	157	94	64	32	32	31	63
	16%	13%	15%	12%	10%	20%	17%	15%	19%	17%	18%	18%	19%	17%	18%	16%
						cd										
DE	488	52	38	88	67	21	14	29	56	158	85	55	30	25	30	73
	18%	18%	21%	17%	17%	19%	18%	23%	14%	17%	16%	15%	17%	13%	17%	19%
ABC1	1804	194	119	353	289	64	52	76	267	600	351	243	109	134	108	249
	66%	68%	64%	70%	73%	59%	65%	61%	66%	65%	66%	67%	64%	70%	64%	64%
				e	e											
C2DE	914	90	66	150	108	42	27	48	134	315	179	119	61	57	60	136
	33%	31%	36%	30%	27%	39%	34%	38%	33%	34%	34%	33%	36%	30%	36%	35%
						cd										
REFUSED	14	1	-	3	2	2	1	1	4	4	*	-	-	-	*	4
	1%	*%	-%	1%	*%	1%	1%	1%	1%	*%	*%	-%	-%	-%	*%	1%
																bc

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

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

SUMMARY OF SEG

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
AB	1136	272	85	178	42	94	44	578	542	874	189	71
	42%	42%	31%	44%	33%	39%	29%	45%	38%	43%	36%	37%
		b		b				b		b		
C1	667	162	80	96	35	66	45	291	367	481	138	48
	24%	25%	29%	24%	27%	28%	30%	23%	26%	24%	26%	25%
C2	426	115	42	74	21	41	21	209	214	327	73	27
	16%	18%	15%	18%	16%	17%	14%	16%	15%	16%	14%	14%
DE	488	93	65	55	29	38	36	200	285	323	119	46
	18%	14%	24%	14%	23%	16%	24%	16%	20%	16%	23%	24%
			a		a				a		a	a
ABC1	1804	435	165	274	77	160	89	869	910	1354	327	119
	66%	68%	60%	68%	60%	67%	60%	68%	64%	67%	63%	62%
		b		b						b		
C2DE	914	207	107	129	50	79	57	409	500	650	192	72
	33%	32%	39%	32%	40%	33%	39%	32%	35%	32%	37%	38%
			a		a						a	
REFUSED	14	1	3	*	-	1	3	5	9	10	4	-
	1%	*%	1%	*%	-%	*%	2%	*%	1%	1%	1%	-%

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

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

SUMMARY OF SEG

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
AB	1136	1136	-	-	-	1136	-	995	87	42	**	1040	97	454	530
	42%	100%	-%	-%	-%	63%	-%	42%	42%	31%	**	42%	35%	42%	40%
		bcdef				bcdf		c	c			b			
C1	667	-	667	-	-	667	-	579	37	38	**	606	62	219	377
	24%	-%	100%	-%	-%	37%	-%	25%	17%	28%	**	25%	22%	20%	29%
			acdef			acdf		b		b					a
C2	426	-	-	426	-	-	426	340	41	36	**	379	47	177	199
	16%	-%	-%	100%	-%	-%	47%	14%	20%	26%	**	15%	17%	16%	15%
				abdef			abde		a	a					
DE	488	-	-	-	488	-	488	416	45	21	**	414	73	239	204
	18%	-%	-%	-%	100%	-%	53%	18%	22%	15%	**	17%	26%	22%	16%
					abcef		abce						a	b	
ABC1	1804	1136	667	-	-	1804	-	1574	124	80	**	1645	158	672	907
	66%	100%	100%	-%	-%	100%	-%	67%	59%	59%	**	67%	57%	62%	69%
		cdf	cdf			cdf		bc				b			a
C2DE	914	-	-	426	488	-	914	756	86	56	**	793	120	416	403
	33%	-%	-%	100%	100%	-%	100%	32%	41%	41%	**	32%	43%	38%	31%
				abe	abe		abe		a	a			a	b	
REFUSED	14	-	-	-	-	-	-	14	-	-	**	14	-	4	2
	1%	-%	-%	-%	-%	-%	-%	1%	-%	-%	**	1%	-%	*%	*%

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

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	1100	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	987	-	699	-	-	-	-	-	699	480	288
Total	1365	-	976	-	-	-	-	-	976	758	218
EE	272	**	168	**	**	**	**	**	168	128	40
	20%	**	17%	**	**	**	**	**	17%	17%	18%
O2	255	**	194	**	**	**	**	**	194	163	31
	19%	**	20%	**	**	**	**	**	20%	22%	14%
									c	c	
Vodafone	154	**	113	**	**	**	**	**	113	82	31
	11%	**	12%	**	**	**	**	**	12%	11%	14%
Sky	129	**	101	**	**	**	**	**	101	81	20
	9%	**	10%	**	**	**	**	**	10%	11%	9%
'3' / Three Mobile	119	**	69	**	**	**	**	**	69	49	19
	9%	**	7%	**	**	**	**	**	7%	7%	9%
Giff Gaff	99	**	79	**	**	**	**	**	79	61	18
	7%	**	8%	**	**	**	**	**	8%	8%	8%
Tesco	74	**	49	**	**	**	**	**	49	35	14
	5%	**	5%	**	**	**	**	**	5%	5%	6%
BT	69	**	45	**	**	**	**	**	45	31	14
	5%	**	5%	**	**	**	**	**	5%	4%	7%
Virgin Media/ Mobile	43	**	30	**	**	**	**	**	30	24	6
	3%	**	3%	**	**	**	**	**	3%	3%	3%
TalkTalk	36	**	29	**	**	**	**	**	29	22	7
	3%	**	3%	**	**	**	**	**	3%	3%	3%
Plusnet	36	**	32	**	**	**	**	**	32	26	6
	3%	**	3%	**	**	**	**	**	3%	3%	3%
Lebara	21	**	17	**	**	**	**	**	17	14	3
	2%	**	2%	**	**	**	**	**	2%	2%	2%
iD Mobile	20	**	16	**	**	**	**	**	16	13	3
	1%	**	2%	**	**	**	**	**	2%	2%	2%

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

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	1100	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	987	-	699	-	-	-	-	-	699	480	288
Total	1365	-	976	-	-	-	-	-	976	758	218
Smarty	19	**	18	**	**	**	**	**	18	14	4
	1%	**	2%	**	**	**	**	**	2%	2%	2%
1p mobile	6	**	6	**	**	**	**	**	6	6	-
	*%	**	1%	**	**	**	**	**	1%	1%	-%
Utility Warehouse	5	**	3	**	**	**	**	**	3	3	1
	*%	**	*%	**	**	**	**	**	*%	*%	*%
Voxi	3	**	2	**	**	**	**	**	2	2	-
	*%	**	*%	**	**	**	**	**	*%	*%	-%
Other supplier	4	**	4	**	**	**	**	**	4	4	-
	*%	**	*%	**	**	**	**	**	*%	1%	-%

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

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	a	~b	~c	~d	~e	~f	g
Unweighted total	1100	235	147	418	265	153	105	-	-	300	-	-	-	-	-	300
Effective Weighted Sample	987	203	132	364	254	147	101	-	-	288	-	-	-	-	-	288
Total	1365	285	185	506	399	108	80	-	-	389	-	-	-	-	-	389
EE	272	42	21	105	82	23	12	**	**	104	**	**	**	**	**	104
	20%	15%	12%	21%	20%	22%	16%	**	**	27%	**	**	**	**	**	27%
				b	b	b										
O2	255	44	44	107	90	17	10	**	**	60	**	**	**	**	**	60
	19%	15%	24%	21%	23%	16%	13%	**	**	16%	**	**	**	**	**	16%
			af	f	af											
Vodafone	154	34	22	57	41	16	11	**	**	41	**	**	**	**	**	41
	11%	12%	12%	11%	10%	14%	14%	**	**	11%	**	**	**	**	**	11%
Sky	129	33	10	58	47	12	5	**	**	28	**	**	**	**	**	28
	9%	12%	5%	12%	12%	11%	7%	**	**	7%	**	**	**	**	**	7%
		b	b	b	b											
'3' / Three Mobile	119	14	12	43	33	10	5	**	**	51	**	**	**	**	**	51
	9%	5%	6%	8%	8%	9%	6%	**	**	13%	**	**	**	**	**	13%
Giff Gaff	99	45	8	26	22	4	12	**	**	21	**	**	**	**	**	21
	7%	16%	4%	5%	6%	3%	15%	**	**	5%	**	**	**	**	**	5%
		bcde				bcde										
Tesco	74	4	10	34	25	10	4	**	**	25	**	**	**	**	**	25
	5%	1%	5%	7%	6%	9%	5%	**	**	7%	**	**	**	**	**	7%
			a	a	a	a										
BT	69	17	9	19	14	5	8	**	**	24	**	**	**	**	**	24
	5%	6%	5%	4%	3%	5%	10%	**	**	6%	**	**	**	**	**	6%
						cd										
Virgin Media/ Mobile	43	8	4	19	14	5	2	**	**	13	**	**	**	**	**	13
	3%	3%	2%	4%	3%	4%	2%	**	**	3%	**	**	**	**	**	3%
TalkTalk	36	18	2	9	8	1	5	**	**	7	**	**	**	**	**	7
	3%	6%	1%	2%	2%	1%	6%	**	**	2%	**	**	**	**	**	2%
		bcde				bcde										
Plusnet	36	12	5	15	12	3	3	**	**	4	**	**	**	**	**	4
	3%	4%	3%	3%	3%	3%	4%	**	**	1%	**	**	**	**	**	1%

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

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S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	a	~b	~c	~d	~e	~f	g
Unweighted total	1100	235	147	418	265	153	105	-	-	300	-	-	-	-	-	300
Effective Weighted Sample	987	203	132	364	254	147	101	-	-	288	-	-	-	-	-	288
Total	1365	285	185	506	399	108	80	-	-	389	-	-	-	-	-	389
Lebara	21	3	14	1	-	1	1	**	**	3	**	**	**	**	**	3
	2%	1%	7%	*%	-%	1%	1%	**	**	1%	**	**	**	**	**	1%
			acdef													
iD Mobile	20	-	5	11	9	2	-	**	**	4	**	**	**	**	**	4
	1%	-%	3%	2%	2%	2%	-%	**	**	1%	**	**	**	**	**	1%
			a	a	a	a										
Smarty	19	3	14	1	1	-	2	**	**	1	**	**	**	**	**	1
	1%	1%	7%	*%	*%	-%	2%	**	**	*%	**	**	**	**	**	*%
			acdef				c									
1p mobile	6	4	2	-	-	-	-	**	**	-	**	**	**	**	**	-
	*%	1%	1%	-%	-%	-%	-%	**	**	-%	**	**	**	**	**	-%
			c													
Utility Warehouse	5	-	2	1	1	-	-	**	**	2	**	**	**	**	**	2
	*%	-%	1%	*%	*%	-%	-%	**	**	*%	**	**	**	**	**	*%
Voxi	3	-	2	-	-	-	-	**	**	1	**	**	**	**	**	1
	*%	-%	1%	-%	-%	-%	-%	**	**	*%	**	**	**	**	**	*%
			c													
Other supplier	4	4	-	-	-	-	-	**	**	-	**	**	**	**	**	-
	*%	2%	-%	-%	-%	-%	-%	**	**	-%	**	**	**	**	**	-%
			cd													

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

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES ~a	NO ~b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	1100	187	113	-	-	187	113	415	671	859	182	57
Effective Weighted Sample	987	180	109	-	-	180	109	388	628	768	167	52
Total	1365	240	149	-	-	240	149	651	700	1039	246	79
EE	272	64	40	**	**	64	40	134	135	218	43	**
	20%	27%	27%	**	**	27%	27%	21%	19%	21%	17%	**
O2	255	40	20	**	**	40	20	100	152	206	39	**
	19%	17%	14%	**	**	17%	14%	15%	22%	20%	16%	**
									a			
Vodafone	154	30	11	**	**	30	11	64	90	113	33	**
	11%	13%	7%	**	**	13%	7%	10%	13%	11%	13%	**
Sky	129	25	3	**	**	25	3	76	52	95	26	**
	9%	10%	2%	**	**	10%	2%	12%	7%	9%	11%	**
		b				b		b				
'3' / Three Mobile	119	23	28	**	**	23	28	53	66	92	21	**
	9%	9%	19%	**	**	9%	19%	8%	9%	9%	9%	**
			a			a						
Giff Gaff	99	13	8	**	**	13	8	43	54	83	16	**
	7%	5%	5%	**	**	5%	5%	7%	8%	8%	7%	**
Tesco	74	19	7	**	**	19	7	21	52	49	18	**
	5%	8%	4%	**	**	8%	4%	3%	7%	5%	7%	**
									a			
BT	69	11	13	**	**	11	13	50	18	56	7	**
	5%	5%	9%	**	**	5%	9%	8%	3%	5%	3%	**
								b				
Virgin Media/ Mobile	43	7	6	**	**	7	6	22	20	33	8	**
	3%	3%	4%	**	**	3%	4%	3%	3%	3%	3%	**
TalkTalk	36	3	4	**	**	3	4	26	10	28	4	**
	3%	1%	3%	**	**	1%	3%	4%	1%	3%	2%	**
								b				
Plusnet	36	3	1	**	**	3	1	22	13	30	1	**
	3%	1%	1%	**	**	1%	1%	3%	2%	3%	1%	**
Lebara	21	2	2	**	**	2	2	17	3	4	11	**
	2%	1%	1%	**	**	1%	1%	3%	%	%	4%	**
								b			a	

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

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES ~a	NO ~b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	1100	187	113	-	-	187	113	415	671	859	182	57
Effective Weighted Sample	987	180	109	-	-	180	109	388	628	768	167	52
Total	1365	240	149	-	-	240	149	651	700	1039	246	79
iD Mobile	20	1	3	**	**	1	3	3	17	16	4	**
	1%	*%	2%	**	**	*%	2%	*%	2% a	2%	2%	**
Smarty	19	1	-	**	**	1	-	9	10	9	7	**
	1%	*%	-%	**	**	*%	-%	1%	1%	1%	3% a	**
1p mobile	6	-	-	**	**	-	-	6	-	-	4	**
	*%	-%	-%	**	**	-%	-%	1% b	-%	-%	2% a	**
Utility Warehouse	5	-	2	**	**	-	2	2	3	4	1	**
	*%	-%	1%	**	**	-%	1%	*%	*%	*%	1%	**
Voxi	3	-	1	**	**	-	1	2	-	1	-	**
	*%	-%	1%	**	**	-%	1%	*%	-%	*%	-%	**
Other supplier	4	-	-	**	**	-	-	2	3	1	3	**
	*%	-%	-%	**	**	-%	-%	*%	*%	*%	1% a	**

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

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1100	455	267	160	211	722	371	945	85	54	16	982	118	464	495
Effective Weighted Sample	987	408	243	143	188	650	331	848	77	48	15	879	108	410	451
Total	1365	579	336	190	252	915	442	1179	105	63	19	1216	149	568	620
EE	272	118	69	39	42	187	81	235	**	**	**	238	34	119	113
	20%	20%	20%	21%	17%	20%	18%	20%	**	**	**	20%	23%	21%	18%
O2	255	117	61	37	40	178	77	220	**	**	**	221	34	98	135
	19%	20%	18%	20%	16%	19%	17%	19%	**	**	**	18%	23%	17%	22%
Vodafone	154	56	35	25	37	92	62	127	**	**	**	138	17	55	73
	11%	10%	11%	13%	15%	10%	14%	11%	**	**	**	11%	11%	10%	12%
Sky	129	57	30	23	18	87	41	104	**	**	**	118	11	69	48
	9%	10%	9%	12%	7%	9%	9%	9%	**	**	**	10%	7%	12% b	8%
'3' / Three Mobile	119	42	35	22	20	77	42	108	**	**	**	114	5	42	63
	9%	7%	11%	11%	8%	8%	10%	9%	**	**	**	9% b	3%	7%	10%
Giff Gaff	99	38	22	13	26	59	39	91	**	**	**	90	10	41	36
	7%	6%	7%	7%	10%	6%	9%	8%	**	**	**	7%	7%	7%	6%
Tesco	74	19	24	11	20	43	31	59	**	**	**	65	9	31	37
	5%	3%	7% a	6% a	8% a	5%	7% a	5%	**	**	**	5%	6%	6%	6%
BT	69	47	11	6	5	59	10	63	**	**	**	63	6	29	28
	5%	8% bcdf	3%	3%	2%	6% df	2%	5%	**	**	**	5%	4%	5%	4%
Virgin Media/ Mobile	43	21	15	-	7	36	7	37	**	**	**	40	4	19	21
	3%	4% c	4% cf	-%	3% c	4% cf	2%	3%	**	**	**	3%	3%	3%	3%
TalkTalk	36	20	5	6	5	25	11	32	**	**	**	35	1	23	7
	3%	3%	1%	3%	2%	3%	3%	3%	**	**	**	3%	1%	4% b	1%
Plusnet	36	21	11	2	1	32	3	34	**	**	**	31	5	17	10
	3%	4% df	3% df	1%	1%	3% df	1%	3%	**	**	**	3%	3%	3%	2%

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

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1100	455	267	160	211	722	371	945	85	54	16	982	118	464	495
Effective Weighted Sample	987	408	243	143	188	650	331	848	77	48	15	879	108	410	451
Total	1365	579	336	190	252	915	442	1179	105	63	19	1216	149	568	620
Lebara	21	8	5	-	8	13	8	17	**	**	**	17	4	6	14
	2%	1%	2%	-%	3%	1%	2%	1%	**	**	**	1%	2%	1%	2%
iD Mobile	20	7	4	1	8	10	9	18	**	**	**	15	5	2	14
	1%	1%	1%	1%	3%	1%	2%	2%	**	**	**	1%	3%	*%	2%
Smarty	19	2	6	2	9	8	11	17	**	**	**	17	2	9	9
	1%	*%	2%	1%	4%	1%	2%	1%	**	**	**	1%	1%	2%	1%
1p mobile	6	2	-	-	4	2	4	6	**	**	**	6	-	2	4
	*%	*%	-%	-%	2%	*%	1%	*%	**	**	**	*%	-%	*%	1%
Utility Warehouse	5	1	2	2	-	3	2	5	**	**	**	4	1	4	1
	*%	*%	*%	1%	-%	*%	*%	*%	**	**	**	*%	*%	1%	*%
Voxi	3	2	-	-	1	2	1	3	**	**	**	3	-	1	2
	*%	*%	-%	-%	1%	*%	*%	*%	**	**	**	*%	-%	*%	*%
Other supplier	4	3	-	-	1	3	1	3	**	**	**	3	2	-	4
	*%	1%	-%	-%	1%	*%	*%	*%	**	**	**	*%	1%	-%	1%

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

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

S11. And when you switched your Mobile Phone service, did you...?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	a	b	c
Unweighted total	800	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	699	-	699	-	-	-	-	-	699	480	288
Total	976	-	976	-	-	-	-	-	976	758	218
Keep the same phone number	758	**	758	**	**	**	**	**	758	758	-
	78%	**	78%	**	**	**	**	**	78%	100%	-%
									c	ac	
Change phone number	218	**	218	**	**	**	**	**	218	-	218
	22%	**	22%	**	**	**	**	**	22%	-%	100%
									b		ab

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

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

S11. And when you switched your Mobile Phone service, did you...?

Base : Those interviewed about switching their mobile phone service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	800	235	147	418	265	153	105	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	699	203	132	364	254	147	101	-	-	-	-	-	-	-	-	-
Total	976	285	185	506	399	108	80	-	-	-	-	-	-	-	-	-
Keep the same phone number	758	205	155	399	399	-	-	**	**	**	**	**	**	**	**	**
	78%	72%	84%	79%	100%	-%	-%	**	**	**	**	**	**	**	**	**
		ef	aef	aef	abcef											
Change phone number	218	80	30	108	-	108	80	**	**	**	**	**	**	**	**	**
	22%	28%	16%	21%	-%	100%	100%	**	**	**	**	**	**	**	**	**
		bcd	d	d		abcd	abcd									

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

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

S11. And when you switched your Mobile Phone service, did you...?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	800	-	-	-	-	-	-	309	483	640	121	37
Effective Weighted Sample	699	-	-	-	-	-	-	282	440	557	109	33
Total	976	-	-	-	-	-	-	476	493	763	163	48
Keep the same phone number	758	**	**	**	**	**	**	373	384	583	136	**
	78%	**	**	**	**	**	**	78%	78%	76%	83%	**
Change phone number	218	**	**	**	**	**	**	103	110	180	28	**
	22%	**	**	**	**	**	**	22%	22%	24%	17%	**

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

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

S11. And when you switched your Mobile Phone service, did you...?

Base : Those interviewed about switching their mobile phone service in the last six months

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	800	350	179	112	155	529	267	688	64	36	12	715	85	376	323
Effective Weighted Sample	699	307	158	97	134	465	231	602	56	30	11	623	77	325	286
Total	976	442	225	128	178	666	306	844	78	40	15	869	107	451	399
Keep the same phone number	758	356	180	88	132	536	221	656	**	**	**	670	**	341	318
	78%	81%	80%	69%	74%	80%	72%	78%	**	**	**	77%	**	76%	80%
		cf	c			cf									
Change phone number	218	86	44	39	46	130	85	188	**	**	**	199	**	110	81
	22%	19%	20%	31%	26%	20%	28%	22%	**	**	**	23%	**	24%	20%
				abe			ae								

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

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	a	~b	c
Unweighted total	300	-	300	-	-	-	-	-	300	-	300
Effective Weighted Sample	288	-	288	-	-	-	-	-	288	-	288
Total	218	-	218	-	-	-	-	-	218	-	218
Yes	90	**	90	**	**	**	**	**	90	**	90
	41%	**	41%	**	**	**	**	**	41%	**	41%
No	112	**	112	**	**	**	**	**	112	**	112
	51%	**	51%	**	**	**	**	**	51%	**	51%
Don't know	16	**	16	**	**	**	**	**	16	**	16
	7%	**	7%	**	**	**	**	**	7%	**	7%

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

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	~d	e	f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	300	105	42	153	-	153	105	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	288	101	40	147	-	147	101	-	-	-	-	-	-	-	-	-
Total	218	80	30	108	-	108	80	-	-	-	-	-	-	-	-	-
Yes	90	41	**	44	**	44	41	**	**	**	**	**	**	**	**	**
	41%	51%	**	41%	**	41%	51%	**	**	**	**	**	**	**	**	**
No	112	35	**	54	**	54	35	**	**	**	**	**	**	**	**	**
	51%	44%	**	51%	**	51%	44%	**	**	**	**	**	**	**	**	**
Don't know	16	4	**	9	**	9	4	**	**	**	**	**	**	**	**	**
	7%	5%	**	9%	**	9%	5%	**	**	**	**	**	**	**	**	**

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

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	300	-	-	-	-	-	-	113	180	251	35	12
Effective Weighted Sample	288	-	-	-	-	-	-	113	180	241	34	12
Total	218	-	-	-	-	-	-	103	110	180	28	9
Yes	90	**	**	**	**	**	**	55	35	81	**	**
	41%	**	**	**	**	**	**	53%	32%	45%	**	**
								b				
No	112	**	**	**	**	**	**	46	64	86	**	**
	51%	**	**	**	**	**	**	44%	58%	48%	**	**
									a			
Don't know	16	**	**	**	**	**	**	3	11	12	**	**
	7%	**	**	**	**	**	**	3%	10%	7%	**	**
									a			

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

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	300	119	60	53	65	179	118	257	20	20	3	275	25	153	110
Effective Weighted Sample	288	114	58	51	62	172	113	247	19	19	3	264	24	147	106
Total	218	86	44	39	46	130	85	188	13	15	2	199	19	110	81
Yes	90	46	**	**	**	63	26	75	**	**	**	84	**	48	33
	41%	54%	**	**	**	48%	30%	40%	**	**	**	42%	**	43%	40%
		f				f									
No	112	33	**	**	**	58	53	98	**	**	**	100	**	57	42
	51%	38%	**	**	**	45%	62%	52%	**	**	**	50%	**	52%	52%
							ae								
Don't know	16	7	**	**	**	9	7	14	**	**	**	15	**	5	6
	7%	8%	**	**	**	7%	8%	8%	**	**	**	8%	**	5%	8%

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

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	~b	c
Significance Level: 95%											
Unweighted total	118	-	118	-	-	-	-	-	118	-	118
Effective Weighted Sample	114	-	114	-	-	-	-	-	114	-	114
Total	90	-	90	-	-	-	-	-	90	-	90
I requested a Port Authorisation Code (PAC) only	49	**	49	**	**	**	**	**	49	**	49
	54%	**	54%	**	**	**	**	**	54%	**	54%
I requested a Service Termination Code (STAC) only	25	**	25	**	**	**	**	**	25	**	25
	28%	**	28%	**	**	**	**	**	28%	**	28%
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	11	**	11	**	**	**	**	**	11	**	11
	12%	**	12%	**	**	**	**	**	12%	**	12%
TOTAL REQUESTED PAC	60	**	60	**	**	**	**	**	60	**	60
	66%	**	66%	**	**	**	**	**	66%	**	66%
TOTAL REQUESTED STAC	36	**	36	**	**	**	**	**	36	**	36
	40%	**	40%	**	**	**	**	**	40%	**	40%
Don't know	5	**	5	**	**	**	**	**	5	**	5
	6%	**	6%	**	**	**	**	**	6%	**	6%

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

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	118	51	7	60	-	60	51	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	114	49	7	58	-	58	49	-	-	-	-	-	-	-	-	-
Total	90	41	5	44	-	44	41	-	-	-	-	-	-	-	-	-
I requested a Port Authorisation Code (PAC) only	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED PAC	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED STAC	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	118	-	-	-	-	-	-	60	57	107	9	2
Effective Weighted Sample	114	-	-	-	-	-	-	60	57	103	9	2
Total	90	-	-	-	-	-	-	55	35	81	8	2
I requested a Port Authorisation Code (PAC) only	49	**	**	**	**	**	**	**	**	44	**	**
	54%	**	**	**	**	**	**	**	**	55%	**	**
I requested a Service Termination Code (STAC) only	25	**	**	**	**	**	**	**	**	23	**	**
	28%	**	**	**	**	**	**	**	**	28%	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	11	**	**	**	**	**	**	**	**	11	**	**
	12%	**	**	**	**	**	**	**	**	13%	**	**
TOTAL REQUESTED PAC	60	**	**	**	**	**	**	**	**	55	**	**
	66%	**	**	**	**	**	**	**	**	68%	**	**
TOTAL REQUESTED STAC	36	**	**	**	**	**	**	**	**	33	**	**
	40%	**	**	**	**	**	**	**	**	41%	**	**
Don't know	5	**	**	**	**	**	**	**	**	3	**	**
	6%	**	**	**	**	**	**	**	**	4%	**	**

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

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	118	61	22	24	9	83	33	98	8	11	1	110	8	64	41
Effective Weighted Sample	114	59	21	23	9	80	32	94	8	11	1	106	8	61	40
Total	90	46	17	19	7	63	26	75	5	9	1	84	6	48	33
I requested a Port Authorisation Code (PAC) only	49 54%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	45 54%	** **	** **	** **
I requested a Service Termination Code (STAC) only	25 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	25 29%	** **	** **	** **
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	11 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 13%	** **	** **	** **
TOTAL REQUESTED PAC	60 66%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	56 67%	** **	** **	** **
TOTAL REQUESTED STAC	36 40%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	35 42%	** **	** **	** **
Don't know	5 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 4%	** **	** **	** **

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

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	45	-	45	-	-	-	-	-	45	-	45
Effective Weighted Sample	44	-	44	-	-	-	-	-	44	-	44
Total	36	-	36	-	-	-	-	-	36	-	36
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	45	19	2	24	-	24	19	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	44	18	2	23	-	23	18	-	-	-	-	-	-	-	-	-
Total	36	16	2	19	-	19	16	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	45	-	-	-	-	-	-	28	16	42	2	1
Effective Weighted Sample	44	-	-	-	-	-	-	28	16	41	2	1
Total	36	-	-	-	-	-	-	26	10	33	2	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	45	24	10	10	1	34	11	40	3	2	-	44	1	22	18
Effective Weighted Sample	44	23	10	10	1	33	11	39	3	2	-	43	1	21	17
Total	36	19	8	8	1	27	9	32	2	1	-	35	1	18	14
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router, not into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	~c	~a	~b	~c
Unweighted total	542	542	542	337	205	147	395	-	-	-	-
Effective Weighted Sample	516	516	516	322	195	138	379	-	-	-	-
Total	207	207	207	133	74	54	153	-	-	-	-
Yes – landline service delivered over the internet	96	96	96	57	39	32	65	**	**	**	**
	46%	46%	46%	43%	53%	58%	42%	**	**	**	**
					a	b					
No – not delivered over the internet	84	84	84	55	28	19	65	**	**	**	**
	41%	41%	41%	42%	39%	35%	42%	**	**	**	**
Don't know	27	27	27	21	7	4	23	**	**	**	**
	13%	13%	13%	15%	9%	7%	15%	**	**	**	**
				b		a					

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

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

S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router, not into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	542	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	516	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	207	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes – landline service delivered over the internet	96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – not delivered over the internet	84	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router, not into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	~c
Unweighted total	542	-	-	-	-	-	-	154	383	335	138	68
Effective Weighted Sample	516	-	-	-	-	-	-	154	382	320	131	65
Total	207	-	-	-	-	-	-	79	126	123	55	29
Yes – landline service delivered over the internet	96	**	**	**	**	**	**	31	64	65	21	**
	46%	**	**	**	**	**	**	39%	51% a	53% b	38%	**
No – not delivered over the internet	84	**	**	**	**	**	**	41	43	42	26	**
	41%	**	**	**	**	**	**	52% b	34%	34%	47% a	**
Don't know	27	**	**	**	**	**	**	7	19	16	8	**
	13%	**	**	**	**	**	**	9%	15%	13%	15%	**

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

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

S12A. Thinking about your landline service from [CURRENT PROVIDER]... Is your landline service delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router, not into a phone socket in the wall? This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	542	158	164	87	133	322	220	456	37	34	15	463	79	172	321
Effective Weighted Sample	516	150	156	83	128	306	211	434	35	33	14	440	76	164	305
Total	207	61	66	33	48	126	81	174	14	14	6	178	29	64	124
Yes – landline service delivered over the internet	96	30	32	**	19	62	34	76	**	**	**	82	**	27	62
	46%	49%	48%	**	40%	49%	43%	44%	**	**	**	46%	**	41%	50%
No – not delivered over the internet	84	23	27	**	20	51	33	73	**	**	**	72	**	26	50
	41%	39%	42%	**	43%	40%	41%	42%	**	**	**	40%	**	40%	41%
Don't know	27	7	7	**	8	14	13	25	**	**	**	24	**	12	11
	13%	12%	10%	**	17%	11%	16%	14%	**	**	**	13%	**	18%	9%
														b	

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

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

S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted total	542	542	542	337	205	147	395	-	-	-	-
Effective Weighted Sample	516	516	516	322	195	138	379	-	-	-	-
Total	207	207	207	133	74	54	153	-	-	-	-
Yes	92	92	92	56	36	29	63	**	**	**	**
	45%	45%	45%	42%	49%	54% b	41%	**	**	**	**
No	67	67	67	47	20	15	53	**	**	**	**
	32%	32%	32%	35%	27%	27%	34%	**	**	**	**
Don't know	48	48	48	30	18	10	38	**	**	**	**
	23%	23%	23%	23%	24%	19%	25%	**	**	**	**

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

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

S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	542	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	516	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	207	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	92	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	~c
Unweighted total	542	-	-	-	-	-	-	154	383	335	138	68
Effective Weighted Sample	516	-	-	-	-	-	-	154	382	320	131	65
Total	207	-	-	-	-	-	-	79	126	123	55	29
Yes	92	**	**	**	**	**	**	41	51	60	19	**
	45%	**	**	**	**	**	**	52%	41%	49%	36%	**
								b		b		
No	67	**	**	**	**	**	**	28	38	37	20	**
	32%	**	**	**	**	**	**	35%	30%	30%	36%	**
Don't know	48	**	**	**	**	**	**	10	37	26	16	**
	23%	**	**	**	**	**	**	13%	29%	21%	29%	**
									a			

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

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

S12B. Thinking about your new broadband service from [CURRENT PROVIDER]... Some households receive their broadband service via fibre optic cable directly into their home. This is known as FTTP (fibre to the premises). Please note – at the moment most UK households with fibre broadband do not have FTTP. Instead they have a FTTC connection (fibre to the cabinet), where the connection from the exchange to the street cabinet is via optical fibre and the final part of the connection from the cabinet into the home is via copper wire. Does your household receive FTTP broadband?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	542	158	164	87	133	322	220	456	37	34	15	463	79	172	321
Effective Weighted Sample	516	150	156	83	128	306	211	434	35	33	14	440	76	164	305
Total	207	61	66	33	48	126	81	174	14	14	6	178	29	64	124
Yes	92	31	31	**	16	62	31	75	**	**	**	82	**	27	58
	45%	51%	47%	**	33%	49%	38%	43%	**	**	**	46%	**	42%	46%
		df	d			df									
No	67	19	20	**	15	39	28	58	**	**	**	58	**	20	40
	32%	31%	31%	**	32%	31%	34%	33%	**	**	**	33%	**	32%	33%
Don't know	48	11	14	**	17	25	23	41	**	**	**	38	**	17	26
	23%	18%	22%	**	35%	20%	28%	24%	**	**	**	21%	**	26%	21%
					abe		ae								

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

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

Base : Those interviewed about deciding not to switch their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	300	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	288	-	-	-	-	-	-	-	-	-	-
Total	389	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	389	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

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

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

Base : Those interviewed about deciding not to switch their mobile phone service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	~b	~c	~d	~e	~f	g
Unweighted total	300	-	-	-	-	-	-	-	-	300	-	-	-	-	-	300
Effective Weighted Sample	288	-	-	-	-	-	-	-	-	288	-	-	-	-	-	288
Total	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Actively started looking at changing provider but decided not to	389	**	**	**	**	**	**	**	**	389	**	**	**	**	**	389
	100%	**	**	**	**	**	**	**	**	100%	**	**	**	**	**	100%

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

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

Base : Those interviewed about deciding not to switch their mobile phone service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES ~a	NO ~b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	300	187	113	-	-	187	113	106	188	219	61	20
Effective Weighted Sample	288	180	109	-	-	180	109	106	188	211	59	20
Total	389	240	149	-	-	240	149	175	206	276	82	30
Actively started looking at changing provider but decided not to	389	240	149	**	**	240	149	175	206	276	**	**
	100%	100%	100%	**	**	100%	100%	100%	100%	100%	**	**

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

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

Base : Those interviewed about deciding not to switch their mobile phone service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	~a	b
Unweighted total	300	105	88	48	56	193	104	257	21	18	4	267	33	88	172
Effective Weighted Sample	288	101	85	46	54	185	100	247	20	17	4	257	32	85	165
Total	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Actively started looking at changing provider but decided not to	389	138	**	**	**	249	136	335	**	**	**	347	**	**	220
	100%	100%	**	**	**	100%	100%	100%	**	**	**	100%	**	**	100%

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

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	~c	~a	~b	~c
Unweighted total	1142	542	542	337	205	147	395	-	-	-	-
Effective Weighted Sample	1032	516	516	322	195	138	379	-	-	-	-
Total	568	207	207	133	74	54	153	-	-	-	-
Sky	136	56	56	36	21	29	27	**	**	**	**
	24%	27%	27%	27%	28%	53%	18%	**	**	**	**
Virgin Media/ Mobile	114	31	31	-	31	12	19	**	**	**	**
	20%	15%	15%	-%	42%	22%	12%	**	**	**	**
BT	110	38	38	26	12	8	30	**	**	**	**
	19%	18%	18%	20%	16%	15%	19%	**	**	**	**
TalkTalk	55	18	18	14	4	3	15	**	**	**	**
	10%	9%	9%	10%	5%	6%	10%	**	**	**	**
EE	46	7	7	7	*	1	6	**	**	**	**
	8%	3%	3%	5%	*%	2%	4%	**	**	**	**
Plusnet	41	14	14	13	1	-	14	**	**	**	**
	7%	7%	7%	10%	1%	-%	9%	**	**	**	**
Vodafone	33	26	26	24	2	-	26	**	**	**	**
	6%	13%	13%	18%	3%	-%	17%	**	**	**	**
NOW	11	4	4	1	2	*	3	**	**	**	**
	2%	2%	2%	1%	3%	1%	2%	**	**	**	**
Shell Energy (including former Post Office customers)	7	4	4	4	-	-	4	**	**	**	**
	1%	2%	2%	3%	-%	-%	3%	**	**	**	**
Utility Warehouse	5	5	5	5	-	-	5	**	**	**	**
	1%	3%	3%	4%	-%	-%	3%	**	**	**	**

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

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1142	542	542	337	205	147	395	-	-	-	-
Effective Weighted Sample	1032	516	516	322	195	138	379	-	-	-	-
Total	568	207	207	133	74	54	153	-	-	-	-
John Lewis	2	1	1	1	-	-	1	**	**	**	**
	*%	1%	1%	1%	-%	-%	1%	**	**	**	**
Fuel Broadband	2	*	*	*	-	-	*	**	**	**	**
	*%	*%	*%	*%	-%	-%	*%	**	**	**	**
SSE	1	*	*	-	*	-	*	**	**	**	**
	*%	*%	*%	-%	1%	-%	*%	**	**	**	**
AOL	1	-	-	-	-	-	-	**	**	**	**
	*%	-%	-%	-%	-%	-%	-%	**	**	**	**
KCOM	1	1	1	1	-	-	1	**	**	**	**
	*%	*%	*%	1%	-%	-%	*%	**	**	**	**
Other supplier	3	1	1	1	-	-	1	**	**	**	**
	1%	*%	*%	1%	-%	-%	1%	**	**	**	**

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

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	~f	~g
Unweighted total	1142	-	-	-	-	-	-	-	-	600	600	600	300	300	-	-
Effective Weighted Sample	1032	-	-	-	-	-	-	-	-	568	568	568	288	282	-	-
Total	568	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Sky	136	**	**	**	**	**	**	**	**	79	79	79	17	63	**	**
	24%	**	**	**	**	**	**	**	**	22%	22%	22%	10%	33%	**	**
										d	d	d		abcd		
Virgin Media/ Mobile	114	**	**	**	**	**	**	**	**	83	83	83	24	59	**	**
	20%	**	**	**	**	**	**	**	**	23%	23%	23%	14%	31%	**	**
										d	d	d		abcd		
BT	110	**	**	**	**	**	**	**	**	72	72	72	41	31	**	**
	19%	**	**	**	**	**	**	**	**	20%	20%	20%	24%	16%	**	**
													e			
TalkTalk	55	**	**	**	**	**	**	**	**	37	37	37	28	9	**	**
	10%	**	**	**	**	**	**	**	**	10%	10%	10%	17%	4%	**	**
										e	e	e	abce			
EE	46	**	**	**	**	**	**	**	**	39	39	39	11	28	**	**
	8%	**	**	**	**	**	**	**	**	11%	11%	11%	7%	15%	**	**
										d	d	d		d		
Plusnet	41	**	**	**	**	**	**	**	**	27	27	27	25	1	**	**
	7%	**	**	**	**	**	**	**	**	7%	7%	7%	15%	1%	**	**
										e	e	e	abce			
Vodafone	33	**	**	**	**	**	**	**	**	7	7	7	7	-	**	**
	6%	**	**	**	**	**	**	**	**	2%	2%	2%	4%	-%	**	**
										e	e	e	e			
NOW	11	**	**	**	**	**	**	**	**	7	7	7	7	-	**	**
	2%	**	**	**	**	**	**	**	**	2%	2%	2%	4%	-%	**	**
										e	e	e	e			
Shell Energy (including former Post Office customers)	7	**	**	**	**	**	**	**	**	4	4	4	4	-	**	**
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	2%	-%	**	**
													e			
Utility Warehouse	5	**	**	**	**	**	**	**	**	-	-	-	-	-	**	**
	1%	**	**	**	**	**	**	**	**	-%	-%	-%	-%	-%	**	**

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

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	~f	~g
Unweighted total	1142	-	-	-	-	-	-	-	-	600	600	600	300	300	-	-
Effective Weighted Sample	1032	-	-	-	-	-	-	-	-	568	568	568	288	282	-	-
Total	568	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
John Lewis	2	**	**	**	**	**	**	**	**	*	*	*	*	-	**	**
	*%	**	**	**	**	**	**	**	**	*%	*%	*%	*%	-%	**	**
Fuel Broadband	2	**	**	**	**	**	**	**	**	1	1	1	1	-	**	**
	*%	**	**	**	**	**	**	**	**	*%	*%	*%	1%	-%	**	**
SSE	1	**	**	**	**	**	**	**	**	1	1	1	1	-	**	**
	*%	**	**	**	**	**	**	**	**	*%	*%	*%	*%	-%	**	**
AOL	1	**	**	**	**	**	**	**	**	1	1	1	1	-	**	**
	*%	**	**	**	**	**	**	**	**	*%	*%	*%	1%	-%	**	**
KCOM	1	**	**	**	**	**	**	**	**	*	*	*	*	-	**	**
	*%	**	**	**	**	**	**	**	**	*%	*%	*%	*%	-%	**	**
Other supplier	3	**	**	**	**	**	**	**	**	2	2	2	2	-	**	**
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	-%	**	**

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

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	~a	~b	a	b	a	b	c
Unweighted total	1142	464	136	464	136	-	-	352	782	691	293	157
Effective Weighted Sample	1032	439	129	439	129	-	-	335	747	623	266	144
Total	568	281	81	281	81	-	-	237	328	332	148	88
Sky	136	65	15	65	15	**	**	49	87	82	32	22
	24%	23%	18%	23%	18%	**	**	21%	26%	25%	22%	25%
Virgin Media/ Mobile	114	70	13	70	13	**	**	47	66	74	29	11
	20%	25%	17%	25%	17%	**	**	20%	20%	22%	20%	13%
		b		b						c		
BT	110	51	21	51	21	**	**	46	64	64	31	16
	19%	18%	25%	18%	25%	**	**	19%	20%	19%	21%	18%
TalkTalk	55	25	12	25	12	**	**	17	37	28	19	7
	10%	9%	14%	9%	14%	**	**	7%	11%	8%	13%	8%
									a		a	
EE	46	35	4	35	4	**	**	30	16	39	4	3
	8%	13%	5%	13%	5%	**	**	13%	5%	12%	3%	4%
		b		b				b		bc		
Plusnet	41	19	7	19	7	**	**	18	22	14	13	13
	7%	7%	9%	7%	9%	**	**	8%	7%	4%	9%	15%
											a	a
Vodafone	33	4	2	4	2	**	**	12	20	16	11	6
	6%	2%	3%	2%	3%	**	**	5%	6%	5%	7%	7%
NOW	11	4	3	4	3	**	**	6	5	5	3	3
	2%	1%	4%	1%	4%	**	**	3%	1%	1%	2%	3%
			a		a							
Shell Energy (including former Post Office customers)	7	1	2	1	2	**	**	5	2	1	2	5
	1%	1%	3%	1%	3%	**	**	2%	1%	*%	1%	5%
			a		a			b			a	ab
Utility Warehouse	5	-	-	-	-	**	**	2	4	3	2	1
	1%	-%	-%	-%	-%	**	**	1%	1%	1%	1%	1%

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

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1142	464	136	464	136	-	-	352	782	691	293	157
Effective Weighted Sample	1032	439	129	439	129	-	-	335	747	623	266	144
Total	568	281	81	281	81	-	-	237	328	332	148	88
John Lewis	2	-	*	-	*	**	**	-	2	*	2	-
	*%	-%	1%	-%	1%	**	**	-%	1%	*%	1%	-%
											a	
Fuel Broadband	2	1	-	1	-	**	**	1	*	1	*	-
	*%	1%	-%	1%	-%	**	**	1%	*%	*%	*%	-%
SSE	1	1	-	1	-	**	**	1	-	1	-	*
	*%	*%	-%	*%	-%	**	**	1%	-%	*%	-%	1%
								b				
AOL	1	1	-	1	-	**	**	1	*	1	-	-
	*%	*%	-%	*%	-%	**	**	*%	*%	*%	-%	-%
KCOM	1	*	-	*	-	**	**	-	1	1	-	-
	*%	*%	-%	*%	-%	**	**	-%	*%	*%	-%	-%
Other supplier	3	1	1	1	1	**	**	1	2	2	*	1
	1%	*%	1%	*%	1%	**	**	1%	1%	1%	*%	1%

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

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1142	391	332	192	227	723	419	978	83	57	24	981	161	366	686
Effective Weighted Sample	1032	351	306	173	205	656	378	882	75	53	22	887	146	330	620
Total	568	207	162	97	103	369	200	489	41	28	11	490	78	182	344
Sky	136	39	46	26	24	85	50	112	**	**	**	113	22	39	87
	24%	19%	29%	27%	24%	23%	25%	23%	**	**	**	23%	29%	21%	25%
Virgin Media/ Mobile	114	38	28	26	22	67	48	97	**	**	**	110	4	36	68
	20%	18%	18%	27%	21%	18%	24%	20%	**	**	**	22%	5%	20%	20%
BT	110	44	31	16	20	75	35	95	**	**	**	84	26	38	60
	19%	21%	19%	16%	19%	20%	18%	19%	**	**	**	17%	33%	21%	17%
TalkTalk	55	17	12	11	14	29	25	50	**	**	**	51	4	16	34
	10%	8%	8%	12%	14%	8%	13%	10%	**	**	**	10%	5%	9%	10%
EE	46	34	6	3	3	41	6	45	**	**	**	45	2	17	29
	8%	17%	4%	3%	3%	11%	3%	9%	**	**	**	9%	2%	10%	8%
Plusnet	41	11	13	6	10	25	16	33	**	**	**	31	9	13	26
	7%	5%	8%	6%	10%	7%	8%	7%	**	**	**	6%	12%	7%	7%
Vodafone	33	10	11	7	4	22	11	29	**	**	**	26	6	11	20
	6%	5%	7%	7%	4%	6%	6%	6%	**	**	**	5%	8%	6%	6%
NOW	11	3	5	*	2	8	3	7	**	**	**	10	1	3	6
	2%	2%	3%	*%	2%	2%	1%	2%	**	**	**	2%	1%	2%	2%
Shell Energy (including former Post Office customers)	7	4	4	-	*	7	*	7	**	**	**	7	*	2	6
	1%	2%	2%	-%	*%	2%	*%	2%	**	**	**	1%	1%	1%	2%
Utility Warehouse	5	2	2	*	1	4	1	4	**	**	**	3	2	2	3
	1%	1%	1%	*%	1%	1%	1%	1%	**	**	**	1%	3%	1%	1%

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

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1142	391	332	192	227	723	419	978	83	57	24	981	161	366	686
Effective Weighted Sample	1032	351	306	173	205	656	378	882	75	53	22	887	146	330	620
Total	568	207	162	97	103	369	200	489	41	28	11	490	78	182	344
John Lewis	2	-	1	-	1	1	1	2	**	**	**	1	*	1	1
	*%	-%	1%	-%	1%	*%	1%	*%	**	**	**	*%	1%	1%	*%
Fuel Broadband	2	1	-	-	*	1	*	2	**	**	**	2	-	1	1
	*%	1%	-%	-%	*%	*%	*%	*%	**	**	**	*%	-%	*%	*%
SSE	1	*	-	-	1	*	1	*	**	**	**	1	-	1	*
	*%	*%	-%	-%	1%	*%	*%	*%	**	**	**	*%	-%	*%	*%
AOL	1	*	1	-	-	1	-	1	**	**	**	1	-	*	1
	*%	*%	*%	-%	-%	*%	-%	*%	**	**	**	*%	-%	*%	*%
KCOM	1	1	-	-	-	1	-	1	**	**	**	1	-	*	1
	*%	1%	-%	-%	-%	*%	-%	*%	**	**	**	*%	-%	*%	*%
Other supplier	3	1	*	1	1	1	2	3	**	**	**	3	*	1	2
	1%	*%	*%	1%	1%	*%	1%	1%	**	**	**	1%	1%	1%	1%

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

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	300	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	288	-	-	-	-	-	-	-	-	-	-
Total	170	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	170	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

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

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	~e	~f	~g
Unweighted total	300	-	-	-	-	-	-	-	-	300	300	300	300	-	-	-
Effective Weighted Sample	288	-	-	-	-	-	-	-	-	288	288	288	288	-	-	-
Total	170	-	-	-	-	-	-	-	-	170	170	170	170	-	-	-
Actively started looking at changing provider but decided not to	170	**	**	**	**	**	**	**	**	170	170	170	170	**	**	**
	100%	**	**	**	**	**	**	**	**	100%	100%	100%	100%	**	**	**

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

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	300	213	87	213	87	-	-	100	198	159	85	56
Effective Weighted Sample	288	205	84	205	84	-	-	100	198	154	82	54
Total	170	120	50	120	50	-	-	73	96	86	48	36
Actively started looking at changing provider but decided not to	170	120	**	120	**	**	**	73	96	86	**	**
	100%	100%	**	100%	**	**	**	100%	100%	100%	**	**

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

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	300	101	93	55	51	194	106	261	20	12	7	250	50	101	181
Effective Weighted Sample	288	97	90	53	49	186	102	251	19	12	7	240	48	97	174
Total	170	58	51	32	30	109	61	148	12	7	4	142	29	58	102
Actively started looking at changing provider but decided not to	170	58	**	**	**	109	61	148	**	**	**	142	**	58	102
	100%	100%	**	**	**	100%	100%	100%	**	**	**	100%	**	100%	100%

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

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	300	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	282	-	-	-	-	-	-	-	-	-	-
Total	191	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	191	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

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

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	~d	e	~f	~g
Unweighted total	300	-	-	-	-	-	-	-	-	300	300	300	-	300	-	-
Effective Weighted Sample	282	-	-	-	-	-	-	-	-	282	282	282	-	282	-	-
Total	191	-	-	-	-	-	-	-	-	191	191	191	-	191	-	-
Actively started looking at changing provider but decided not to	191	**	**	**	**	**	**	**	**	191	191	191	**	191	**	**
	100%	**	**	**	**	**	**	**	**	100%	100%	100%	**	100%	**	**

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

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	~b	a	~b	~a	~b	~a	b	a	~b	~c
Unweighted total	300	251	49	251	49	-	-	98	201	197	70	33
Effective Weighted Sample	282	236	46	236	46	-	-	98	201	186	66	31
Total	191	160	31	160	31	-	-	85	105	123	46	22
Actively started looking at changing provider but decided not to	191	160	**	160	**	**	**	**	105	123	**	**
	100%	100%	**	100%	**	**	**	**	100%	100%	**	**

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

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	~f	a	~b	~c	~d	a	~b	~a	b
Unweighted total	300	132	75	50	43	207	93	261	26	11	2	268	32	93	184
Effective Weighted Sample	282	124	71	47	41	195	88	245	25	10	2	252	30	88	173
Total	191	88	46	32	25	134	57	168	15	6	1	171	20	59	118
Actively started looking at changing provider but decided not to	191	88	**	**	**	134	**	168	**	**	**	171	**	**	118
	100%	100%	**	**	**	100%	**	100%	**	**	**	100%	**	**	100%

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

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

S5D. Which provider is your MAIN one for Pay TV (via satellite, cable or broadband)?

Base : Those interviewed about their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	450	150	150	-	150	-	-	150	-	-	-
Effective Weighted Sample	393	140	140	-	140	-	-	140	-	-	-
Total	268	99	99	-	99	-	-	99	-	-	-
Sky	148	46	46	**	46	**	**	46	**	**	**
	55%	46%	46%	**	46%	**	**	46%	**	**	**
Virgin Media/ Mobile	45	15	15	**	15	**	**	15	**	**	**
	17%	15%	15%	**	15%	**	**	15%	**	**	**
BT	32	18	18	**	18	**	**	18	**	**	**
	12%	19%	19%	**	19%	**	**	19%	**	**	**
TalkTalk	20	10	10	**	10	**	**	10	**	**	**
	8%	10%	10%	**	10%	**	**	10%	**	**	**
Plusnet	11	4	4	**	4	**	**	4	**	**	**
	4%	4%	4%	**	4%	**	**	4%	**	**	**
EE	10	4	4	**	4	**	**	4	**	**	**
	4%	4%	4%	**	4%	**	**	4%	**	**	**
Don't know	1	1	1	**	1	**	**	1	**	**	**
	1%	1%	1%	**	1%	**	**	1%	**	**	**

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

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

S5D. Which provider is your MAIN one for Pay TV (via satellite, cable or broadband)?

Base : Those interviewed about their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	~d	~e	f	~g
Unweighted total	450	-	-	-	-	-	-	-	-	300	300	-	-	-	300	-
Effective Weighted Sample	393	-	-	-	-	-	-	-	-	253	253	-	-	-	253	-
Total	268	-	-	-	-	-	-	-	-	169	169	-	-	-	169	-
Sky	148	**	**	**	**	**	**	**	**	103	103	**	**	**	103	**
	55%	**	**	**	**	**	**	**	**	61%	61%	**	**	**	61%	**
Virgin Media/ Mobile	45	**	**	**	**	**	**	**	**	29	29	**	**	**	29	**
	17%	**	**	**	**	**	**	**	**	17%	17%	**	**	**	17%	**
BT	32	**	**	**	**	**	**	**	**	14	14	**	**	**	14	**
	12%	**	**	**	**	**	**	**	**	8%	8%	**	**	**	8%	**
TalkTalk	20	**	**	**	**	**	**	**	**	10	10	**	**	**	10	**
	8%	**	**	**	**	**	**	**	**	6%	6%	**	**	**	6%	**
Plusnet	11	**	**	**	**	**	**	**	**	7	7	**	**	**	7	**
	4%	**	**	**	**	**	**	**	**	4%	4%	**	**	**	4%	**
EE	10	**	**	**	**	**	**	**	**	6	6	**	**	**	6	**
	4%	**	**	**	**	**	**	**	**	4%	4%	**	**	**	4%	**
Don't know	1	**	**	**	**	**	**	**	**	-	-	**	**	**	-	**
	1%	**	**	**	**	**	**	**	**	-%	-%	**	**	**	-%	**

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

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

S5D. Which provider is your MAIN one for Pay TV (via satellite, cable or broadband)?

Base : Those interviewed about their Pay TV service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	450	218	82	218	82	-	-	148	297	359	77	14
Effective Weighted Sample	393	184	69	184	69	-	-	148	291	314	67	12
Total	268	123	46	123	46	-	-	135	130	211	48	9
Sky	148	74	**	74	**	**	**	76	72	110	**	**
	55%	60%	**	60%	**	**	**	56%	56%	52%	**	**
Virgin Media/ Mobile	45	22	**	22	**	**	**	18	26	35	**	**
	17%	18%	**	18%	**	**	**	14%	20%	17%	**	**
BT	32	10	**	10	**	**	**	17	14	27	**	**
	12%	8%	**	8%	**	**	**	13%	11%	13%	**	**
TalkTalk	20	7	**	7	**	**	**	11	8	19	**	**
	8%	6%	**	6%	**	**	**	8%	6%	9%	**	**
Plusnet	11	5	**	5	**	**	**	6	5	11	**	**
	4%	4%	**	4%	**	**	**	5%	4%	5%	**	**
EE	10	5	**	5	**	**	**	5	4	9	**	**
	4%	4%	**	4%	**	**	**	4%	3%	4%	**	**
Don't know	1	-	**	-	**	**	**	1	1	1	**	**
	1%	-%	**	-%	**	**	**	1%	*%	*%	**	**

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

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

S5D. Which provider is your MAIN one for Pay TV (via satellite, cable or broadband)?

Base : Those interviewed about their Pay TV service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	450	189	100	73	86	289	159	380	31	24	15	414	36	165	227
Effective Weighted Sample	393	166	88	63	75	253	138	332	27	21	14	362	31	144	198
Total	268	120	56	42	49	176	91	228	20	13	7	248	20	92	137
Sky	148	65	29	**	**	94	53	124	**	**	**	134	**	44	83
	55%	54%	52%	**	**	53%	59%	54%	**	**	**	54%	**	47%	61% a
Virgin Media/ Mobile	45	15	10	**	**	25	20	40	**	**	**	42	**	17	22
	17%	12%	18%	**	**	14%	22% ae	18%	**	**	**	17%	**	19%	16%
BT	32	16	9	**	**	25	7	27	**	**	**	30	**	12	16
	12%	13%	16% f	**	**	14% f	7%	12%	**	**	**	12%	**	13%	12%
TalkTalk	20	11	4	**	**	15	5	18	**	**	**	20	**	11	5
	8%	9%	7%	**	**	8%	6%	8%	**	**	**	8%	**	12% b	4%
Plusnet	11	7	3	**	**	9	2	9	**	**	**	11	**	3	8
	4%	6%	4%	**	**	5%	2%	4%	**	**	**	4%	**	3%	6%
EE	10	6	1	**	**	7	3	9	**	**	**	10	**	4	4
	4%	5%	2%	**	**	4%	4%	4%	**	**	**	4%	**	4%	3%
Don't know	1	1	1	**	**	1	-	1	**	**	**	1	**	1	-
	1%	1%	1%	**	**	1%	-%	1%	**	**	**	1%	**	2%	-%

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

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	300	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	253	-	-	-	-	-	-	-	-	-	-
Total	169	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	169	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

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

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	~d	~e	f	~g
Unweighted total	300	-	-	-	-	-	-	-	-	300	300	-	-	-	300	-
Effective Weighted Sample	253	-	-	-	-	-	-	-	-	253	253	-	-	-	253	-
Total	169	-	-	-	-	-	-	-	-	169	169	-	-	-	169	-
Actively started looking at changing provider but decided not to	169	**	**	**	**	**	**	**	**	169	169	**	**	**	169	**
	100%	**	**	**	**	**	**	**	**	100%	100%	**	**	**	100%	**

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

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	~b	a	~b	~a	~b	~a	b	a	~b	~c
Unweighted total	300	218	82	218	82	-	-	96	202	233	56	11
Effective Weighted Sample	253	184	69	184	69	-	-	96	202	196	48	9
Total	169	123	46	123	46	-	-	88	80	129	34	6
Actively started looking at changing provider but decided not to	169	123	**	123	**	**	**	**	79	128	**	**
	100%	100%	**	100%	**	**	**	**	100%	100%	**	**

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

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Significance Level: 95%															
Unweighted total	300	123	65	56	55	188	111	252	18	17	13	271	29	107	158
Effective Weighted Sample	253	104	55	47	46	159	94	213	15	15	13	229	25	91	134
Total	169	74	34	31	30	108	60	145	11	8	5	154	15	54	93
Actively started looking at changing provider but decided not to	169	74	**	**	**	108	60	145	**	**	**	154	**	54	93
	100%	100%	**	**	**	100%	99%	100%	**	**	**	100%	**	100%	100%

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

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

S9. So when you switched your [SERVICES SWITCHED], did you make this change of provider at the same time as moving home?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	892	692	692	337	355	147	395	150	-	-	-
Effective Weighted Sample	354	612	612	322	305	138	379	140	-	-	-
Total	836	306	306	133	173	54	153	99	-	-	-
Yes	405	-	-	-	-	-	-	-	**	**	**
	48%	-%	-%	-%	-%	-%	-%	-%	**	**	**
No	422	301	301	133	168	54	151	96	**	**	**
	50%	98%	98%	99%	97%	99%	99%	97%	**	**	**
				b							
Don't know	9	5	5	1	5	*	2	3	**	**	**
	1%	2%	2%	1%	3%	1%	1%	3%	**	**	**
					a						

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

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

S9. So when you switched your [SERVICES SWITCHED], did you make this change of provider at the same time as moving home?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	892	-	-	-	-	-	-	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	354	-	-	-	-	-	-	92	99	-	-	-	-	-	-	-
Total	836	-	-	-	-	-	-	125	405	-	-	-	-	-	-	-
Yes	405	**	**	**	**	**	**	-	405	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	-%	100%	**	**	**	**	**	**	**
								a								
No	422	**	**	**	**	**	**	121	-	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	97%	-%	**	**	**	**	**	**	**
								b								
Don't know	9	**	**	**	**	**	**	3	-	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	3%	-%	**	**	**	**	**	**	**

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

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

S9. So when you switched your [SERVICES SWITCHED], did you make this change of provider at the same time as moving home?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	~c
Unweighted total	892	-	-	-	-	-	-	280	601	612	199	79
Effective Weighted Sample	354	-	-	-	-	-	-	136	227	246	83	42
Total	836	-	-	-	-	-	-	386	437	637	149	48
Yes	405	**	**	**	**	**	**	213	184	355	45	**
	48%	**	**	**	**	**	**	55%	42%	56%	31%	**
								b		b		
No	422	**	**	**	**	**	**	171	247	277	101	**
	50%	**	**	**	**	**	**	44%	57%	43%	68%	**
									a		a	
Don't know	9	**	**	**	**	**	**	2	5	5	2	**
	1%	**	**	**	**	**	**	1%	1%	1%	2%	**

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

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

S9. So when you switched your [SERVICES SWITCHED], did you make this change of provider at the same time as moving home?

Base : Those interviewed about their switching experience (except mobile) in the last six months

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	892	305	246	138	200	551	338	759	64	51	18	790	102	316	477
Effective Weighted Sample	354	129	98	54	77	224	129	305	25	20	7	317	43	131	185
Total	836	337	201	142	152	537	293	705	68	52	11	770	66	354	378
Yes	405	187	81	78	56	267	134	331	**	**	**	390	16	207	150
	48%	55%	40%	55%	37%	50%	46%	47%	**	**	**	51%	24%	59%	40%
		bdf		bd		bd	d					b		b	
No	422	144	119	63	94	263	157	369	**	**	**	371	51	144	225
	50%	43%	59%	45%	62%	49%	54%	52%	**	**	**	48%	76%	41%	59%
			ace		ace		a						a		a
Don't know	9	6	1	*	2	7	2	4	**	**	**	9	-	2	3
	1%	2%	*%	*%	1%	1%	1%	1%	**	**	**	1%	-%	1%	1%

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

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

Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [CURRENT PROVIDER]?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	1100	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	987	-	699	-	-	-	-	-	699	480	288
Total	1365	-	976	-	-	-	-	-	976	758	218
Pay as you go (which requires top-ups)	341	**	285	**	**	**	**	**	285	205	80
	25%	**	29%	**	**	**	**	**	29%	27%	37%
											ab
Monthly contract (i.e. 12-24 months, including a new handset)	718	**	506	**	**	**	**	**	506	399	108
	53%	**	52%	**	**	**	**	**	52%	53%	49%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	307	**	185	**	**	**	**	**	185	155	30
	22%	**	19%	**	**	**	**	**	19%	20%	14%
										c	

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

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

Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [CURRENT PROVIDER]?

Base : Those interviewed about their mobile phone service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	a	~b	~c	~d	~e	~f	g
Unweighted total	1100	235	147	418	265	153	105	-	-	300	-	-	-	-	-	300
Effective Weighted Sample	987	203	132	364	254	147	101	-	-	288	-	-	-	-	-	288
Total	1365	285	185	506	399	108	80	-	-	389	-	-	-	-	-	389
Pay as you go (which requires top-ups)	341	285	-	-	-	-	80	**	**	56	**	**	**	**	**	56
	25%	100%	-%	-%	-%	-%	100%	**	**	14%	**	**	**	**	**	14%
		bcde					bcde									
Monthly contract (i.e. 12-24 months, including a new handset)	718	-	-	506	399	108	-	**	**	211	**	**	**	**	**	211
	53%	-%	-%	100%	100%	100%	-%	**	**	54%	**	**	**	**	**	54%
				abf	abf	abf										
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	307	-	185	-	-	-	-	**	**	122	**	**	**	**	**	122
	22%	-%	100%	-%	-%	-%	-%	**	**	31%	**	**	**	**	**	31%
			acdef													

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

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

Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [CURRENT PROVIDER]?

Base : Those interviewed about their mobile phone service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES ~a	NO ~b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	1100	187	113	-	-	187	113	415	671	859	182	57
Effective Weighted Sample	987	180	109	-	-	180	109	388	628	768	167	52
Total	1365	240	149	-	-	240	149	651	700	1039	246	79
Pay as you go (which requires top-ups)	341	37	19	**	**	37	19	195	142	281	48	**
	25%	15%	13%	**	**	15%	13%	30% b	20%	27% b	20%	**
Monthly contract (i.e. 12-24 months, including a new handset)	718	133	79	**	**	133	79	315	394	593	110	**
	53%	55%	53%	**	**	55%	53%	48%	56% a	57% b	45%	**
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	307	71	51	**	**	71	51	140	164	166	88	**
	22%	29%	34%	**	**	29%	34%	22%	23%	16%	36% a	**

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

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

Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [CURRENT PROVIDER]?

Base : Those interviewed about their mobile phone service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1100	455	267	160	211	722	371	945	85	54	16	982	118	464	495
Effective Weighted Sample	987	408	243	143	188	650	331	848	77	48	15	879	108	410	451
Total	1365	579	336	190	252	915	442	1179	105	63	19	1216	149	568	620
Pay as you go (which requires top-ups)	341	167	61	45	65	229	109	297	**	**	**	321	20	191	107
	25%	29%	18%	23%	26%	25%	25%	25%	**	**	**	26%	13%	34%	17%
		b				b						b		b	
Monthly contract (i.e. 12-24 months, including a new handset)	718	298	180	104	131	478	235	627	**	**	**	637	81	291	316
	53%	52%	53%	55%	52%	52%	53%	53%	**	**	**	52%	54%	51%	51%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	307	114	95	42	55	209	97	254	**	**	**	259	48	86	196
	22%	20%	28%	22%	22%	23%	22%	22%	**	**	**	21%	33%	15%	32%
			a										a		a

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

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

Q2. And when you switched from [PREVIOUS PROVIDER] what type of mobile phone package you did you switch from?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	800	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	699	-	699	-	-	-	-	-	699	480	288
Total	976	-	976	-	-	-	-	-	976	758	218
Pay as you go (which requires top-ups)	263	**	263	**	**	**	**	**	263	186	77
	27%	**	27%	**	**	**	**	**	27%	24%	35%
											ab
Monthly contract (i.e. 12-24 months, including a new handset)	554	**	554	**	**	**	**	**	554	441	113
	57%	**	57%	**	**	**	**	**	57%	58%	52%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	160	**	160	**	**	**	**	**	160	132	28
	16%	**	16%	**	**	**	**	**	16%	17%	13%

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

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

Q2. And when you switched from [PREVIOUS PROVIDER] what type of mobile phone package you did you switch from?

Base : Those interviewed about switching their mobile phone service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	800	235	147	418	265	153	105	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	699	203	132	364	254	147	101	-	-	-	-	-	-	-	-	-
Total	976	285	185	506	399	108	80	-	-	-	-	-	-	-	-	-
Pay as you go (which requires top-ups)	263	166	21	75	53	22	45	**	**	**	**	**	**	**	**	**
	27%	58%	11%	15%	13%	20%	57%	**	**	**	**	**	**	**	**	**
		bcde				b	bcde									
Monthly contract (i.e. 12-24 months, including a new handset)	554	111	69	373	301	73	30	**	**	**	**	**	**	**	**	**
	57%	39%	37%	74%	75%	68%	38%	**	**	**	**	**	**	**	**	**
				abf	abf	abf										
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	160	7	95	58	45	13	4	**	**	**	**	**	**	**	**	**
	16%	2%	51%	11%	11%	12%	5%	**	**	**	**	**	**	**	**	**
			acdef	a	a	a										

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

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

Q2. And when you switched from [PREVIOUS PROVIDER] what type of mobile phone package you did you switch from?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	800	-	-	-	-	-	-	309	483	640	121	37
Effective Weighted Sample	699	-	-	-	-	-	-	282	440	557	109	33
Total	976	-	-	-	-	-	-	476	493	763	163	48
Pay as you go (which requires top-ups)	263	**	**	**	**	**	**	152	110	207	38	**
	27%	**	**	**	**	**	**	32% b	22%	27%	23%	**
Monthly contract (i.e. 12-24 months, including a new handset)	554	**	**	**	**	**	**	253	296	459	83	**
	57%	**	**	**	**	**	**	53%	60%	60%	51%	**
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	160	**	**	**	**	**	**	71	88	97	42	**
	16%	**	**	**	**	**	**	15%	18%	13%	26% a	**

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

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

Q2. And when you switched from [PREVIOUS PROVIDER] what type of mobile phone package you did you switch from?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	800	350	179	112	155	529	267	688	64	36	12	715	85	376	323
Effective Weighted Sample	699	307	158	97	134	465	231	602	56	30	11	623	77	325	286
Total	976	442	225	128	178	666	306	844	78	40	15	869	107	451	399
Pay as you go (which requires top-ups)	263	112	53	38	58	166	96	227	**	**	**	239	**	125	100
	27%	25%	24%	30%	33%	25%	31%	27%	**	**	**	28%	**	28%	25%
					e		e								
Monthly contract (i.e. 12-24 months, including a new handset)	554	273	131	66	83	403	149	486	**	**	**	492	**	268	212
	57%	62%	58%	52%	46%	61%	49%	58%	**	**	**	57%	**	59%	53%
		df	d			df									
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	160	57	41	24	37	97	61	130	**	**	**	138	**	58	86
	16%	13%	18%	19%	21%	15%	20%	15%	**	**	**	16%	**	13%	22%
					a		a								a

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

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	800	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	699	-	699	-	-	-	-	-	699	480	288
Total	976	-	976	-	-	-	-	-	976	758	218
FROM PAYG TO PAYG	166	**	166	**	**	**	**	**	166	121	45
	17%	**	17%	**	**	**	**	**	17%	16%	21%
FROM CONTRACT TO CONTRACT	373	**	373	**	**	**	**	**	373	301	73
	38%	**	38%	**	**	**	**	**	38%	40%	33%
FROM SIMO TO SIMO	95	**	95	**	**	**	**	**	95	84	11
	10%	**	10%	**	**	**	**	**	10%	11%	5%
									c	c	
FROM PAYG TO CONTRACT/ SIMO	96	**	96	**	**	**	**	**	96	65	31
	10%	**	10%	**	**	**	**	**	10%	9%	14%
											ab
FROM CONTRACT/ SIMO TO PAYG	118	**	118	**	**	**	**	**	118	84	35
	12%	**	12%	**	**	**	**	**	12%	11%	16%
											b
FROM CONTRACT TO SIMO	69	**	69	**	**	**	**	**	69	59	10
	7%	**	7%	**	**	**	**	**	7%	8%	5%
FROM SIMO TO CONTRACT	58	**	58	**	**	**	**	**	58	45	13
	6%	**	6%	**	**	**	**	**	6%	6%	6%

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

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

Base : Those interviewed about switching their mobile phone service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	800	235	147	418	265	153	105	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	699	203	132	364	254	147	101	-	-	-	-	-	-	-	-	-
Total	976	285	185	506	399	108	80	-	-	-	-	-	-	-	-	-
FROM PAYG TO PAYG	166	166	-	-	-	-	45	**	**	**	**	**	**	**	**	**
	17%	58%	-%	-%	-%	-%	57%	**	**	**	**	**	**	**	**	**
		bcde					bcde									
FROM CONTRACT TO CONTRACT	373	-	-	373	301	73	-	**	**	**	**	**	**	**	**	**
	38%	-%	-%	74%	75%	68%	-%	**	**	**	**	**	**	**	**	**
				abf	abf	abf										
FROM SIMO TO SIMO	95	-	95	-	-	-	-	**	**	**	**	**	**	**	**	**
	10%	-%	51%	-%	-%	-%	-%	**	**	**	**	**	**	**	**	**
			acdef													
FROM PAYG TO CONTRACT/ SIMO	96	-	21	75	53	22	-	**	**	**	**	**	**	**	**	**
	10%	-%	11%	15%	13%	20%	-%	**	**	**	**	**	**	**	**	**
			af	af	af	abf										
FROM CONTRACT/ SIMO TO PAYG	118	118	-	-	-	-	35	**	**	**	**	**	**	**	**	**
	12%	42%	-%	-%	-%	-%	43%	**	**	**	**	**	**	**	**	**
		bcde					bcde									
FROM CONTRACT TO SIMO	69	-	69	-	-	-	-	**	**	**	**	**	**	**	**	**
	7%	-%	37%	-%	-%	-%	-%	**	**	**	**	**	**	**	**	**
			acdef													
FROM SIMO TO CONTRACT	58	-	-	58	45	13	-	**	**	**	**	**	**	**	**	**
	6%	-%	-%	11%	11%	12%	-%	**	**	**	**	**	**	**	**	**
				abf	abf	abf										

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

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	800	-	-	-	-	-	-	309	483	640	121	37
Effective Weighted Sample	699	-	-	-	-	-	-	282	440	557	109	33
Total	976	-	-	-	-	-	-	476	493	763	163	48
FROM PAYG TO PAYG	166	**	**	**	**	**	**	101	66	128	31	**
	17%	**	**	**	**	**	**	21% b	13%	17%	19%	**
FROM CONTRACT TO CONTRACT	373	**	**	**	**	**	**	159	211	310	58	**
	38%	**	**	**	**	**	**	33%	43% a	41%	36%	**
FROM SIMO TO SIMO	95	**	**	**	**	**	**	38	57	46	32	**
	10%	**	**	**	**	**	**	8%	12%	6%	19% a	**
FROM PAYG TO CONTRACT/ SIMO	96	**	**	**	**	**	**	52	44	80	8	**
	10%	**	**	**	**	**	**	11%	9%	10%	5%	**
FROM CONTRACT/ SIMO TO PAYG	118	**	**	**	**	**	**	67	51	109	9	**
	12%	**	**	**	**	**	**	14%	10%	14% b	6%	**
FROM CONTRACT TO SIMO	69	**	**	**	**	**	**	29	40	46	15	**
	7%	**	**	**	**	**	**	6%	8%	6%	9%	**
FROM SIMO TO CONTRACT	58	**	**	**	**	**	**	31	25	44	10	**
	6%	**	**	**	**	**	**	7%	5%	6%	6%	**

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

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	800	350	179	112	155	529	267	688	64	36	12	715	85	376	323
Effective Weighted Sample	699	307	158	97	134	465	231	602	56	30	11	623	77	325	286
Total	976	442	225	128	178	666	306	844	78	40	15	869	107	451	399
FROM PAYG TO PAYG	166	77	28	24	37	104	61	142	**	**	**	156	**	83	59
	17%	17%	12%	19%	21%	16%	20%	17%	**	**	**	18%	**	18%	15%
					b		b								
FROM CONTRACT TO CONTRACT	373	185	83	42	61	268	104	328	**	**	**	327	**	169	142
	38%	42%	37%	33%	34%	40%	34%	39%	**	**	**	38%	**	38%	36%
		f													
FROM SIMO TO SIMO	95	33	25	16	21	58	37	73	**	**	**	80	**	33	58
	10%	8%	11%	13%	12%	9%	12%	9%	**	**	**	9%	**	7%	15%
															a
FROM PAYG TO CONTRACT/ SIMO	96	36	25	13	22	61	35	85	**	**	**	84	**	42	42
	10%	8%	11%	10%	12%	9%	11%	10%	**	**	**	10%	**	9%	10%
FROM CONTRACT/ SIMO TO PAYG	118	64	26	13	15	90	28	104	**	**	**	112	**	82	28
	12%	15%	11%	10%	9%	13%	9%	12%	**	**	**	13%	**	18%	7%
		f												b	
FROM CONTRACT TO SIMO	69	27	22	11	9	49	20	61	**	**	**	59	**	23	43
	7%	6%	10%	9%	5%	7%	7%	7%	**	**	**	7%	**	5%	11%
															a
FROM SIMO TO CONTRACT	58	20	16	7	13	36	20	51	**	**	**	51	**	19	27
	6%	5%	7%	5%	7%	5%	7%	6%	**	**	**	6%	**	4%	7%

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

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	1100	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	987	-	699	-	-	-	-	-	699	480	288
Total	1365	-	976	-	-	-	-	-	976	758	218
I had not heard of the 'INFO' text before today	832	**	547	**	**	**	**	**	547	421	126
	61%	**	56%	**	**	**	**	**	56%	55%	58%
I had heard of the 'INFO' text but not used it before	356	**	284	**	**	**	**	**	284	221	63
	26%	**	29%	**	**	**	**	**	29%	29%	29%
I had used the 'INFO' text before	177	**	145	**	**	**	**	**	145	116	29
	13%	**	15%	**	**	**	**	**	15%	15%	13%

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

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	a	~b	~c	~d	~e	~f	g
Unweighted total	1100	235	147	418	265	153	105	-	-	300	-	-	-	-	-	300
Effective Weighted Sample	987	203	132	364	254	147	101	-	-	288	-	-	-	-	-	288
Total	1365	285	185	506	399	108	80	-	-	389	-	-	-	-	-	389
I had not heard of the 'INFO' text before today	832	151	132	263	203	61	44	**	**	285	**	**	**	**	**	285
	61%	53%	71%	52%	51%	56%	55%	**	**	73%	**	**	**	**	**	73%
			acdef													
I had heard of the 'INFO' text but not used it before	356	74	26	185	151	34	24	**	**	72	**	**	**	**	**	72
	26%	26%	14%	36%	38%	31%	30%	**	**	18%	**	**	**	**	**	18%
		b		ab	ab	b	b									
I had used the 'INFO' text before	177	59	27	59	45	14	12	**	**	32	**	**	**	**	**	32
	13%	21%	15%	12%	11%	13%	16%	**	**	8%	**	**	**	**	**	8%
		cde														

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

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES ~a	NO ~b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%		a	b	~a	~b	a	b	a	b	a	b	~c
Unweighted total	1100	187	113	-	-	187	113	415	671	859	182	57
Effective Weighted Sample	987	180	109	-	-	180	109	388	628	768	167	52
Total	1365	240	149	-	-	240	149	651	700	1039	246	79
I had not heard of the 'INFO' text before today	832	163	122	**	**	163	122	358	467	578	184	**
	61%	68%	82%	**	**	68%	82%	55%	67%	56%	75%	**
		a	a			a	a	a	a	a	a	
I had heard of the 'INFO' text but not used it before	356	53	19	**	**	53	19	197	153	303	47	**
	26%	22%	13%	**	**	22%	13%	30%	22%	29%	19%	**
		b	b			b	b	b	b	b	b	
I had used the 'INFO' text before	177	24	8	**	**	24	8	96	80	158	15	**
	13%	10%	6%	**	**	10%	6%	15%	11%	15%	6%	**
										b		

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

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1100	455	267	160	211	722	371	945	85	54	16	982	118	464	495
Effective Weighted Sample	987	408	243	143	188	650	331	848	77	48	15	879	108	410	451
Total	1365	579	336	190	252	915	442	1179	105	63	19	1216	149	568	620
I had not heard of the 'INFO' text before today	832	316	223	110	179	539	289	709	**	**	**	735	97	301	419
	61%	54%	66%	58%	71%	59%	65%	60%	**	**	**	60%	65%	53%	68%
			ae		ace		ae								a
I had heard of the 'INFO' text but not used it before	356	157	95	50	51	252	101	314	**	**	**	326	30	186	121
	26%	27%	28%	26%	20%	28%	23%	27%	**	**	**	27%	20%	33%	20%
						d								b	
I had used the 'INFO' text before	177	106	18	30	21	125	52	156	**	**	**	156	21	81	79
	13%	18%	5%	16%	9%	14%	12%	13%	**	**	**	13%	14%	14%	13%
		bdef		bd		bd	b								

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

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

Q3. Which of these best describes your original preference for keeping your number when you switched mobile phone service provider?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	800	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	699	-	699	-	-	-	-	-	699	480	288
Total	976	-	976	-	-	-	-	-	976	758	218
Really wanted to change my mobile number	131	**	131	**	**	**	**	**	131	79	52
	13%	**	13%	**	**	**	**	**	13%	10%	24%
											ab
Slight preference for changing my mobile number	141	**	141	**	**	**	**	**	141	101	40
	14%	**	14%	**	**	**	**	**	14%	13%	18%
											b
Not bothered either way	214	**	214	**	**	**	**	**	214	137	78
	22%	**	22%	**	**	**	**	**	22%	18%	36%
											ab
Slight preference for keeping my mobile number	112	**	112	**	**	**	**	**	112	84	29
	12%	**	12%	**	**	**	**	**	12%	11%	13%
Really wanted to keep my mobile number	351	**	351	**	**	**	**	**	351	341	10
	36%	**	36%	**	**	**	**	**	36%	45%	5%
									c	ac	
WANTED TO CHANGE NUMBER	272	**	272	**	**	**	**	**	272	180	92
	28%	**	28%	**	**	**	**	**	28%	24%	42%
											ab
WANTED TO KEEP NUMBER	464	**	464	**	**	**	**	**	464	425	39
	48%	**	48%	**	**	**	**	**	48%	56%	18%
									c	ac	
Don't know	26	**	26	**	**	**	**	**	26	17	9
	3%	**	3%	**	**	**	**	**	3%	2%	4%

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

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

Q3. Which of these best describes your original preference for keeping your number when you switched mobile phone service provider?

Base : Those interviewed about switching their mobile phone service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	800	235	147	418	265	153	105	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	699	203	132	364	254	147	101	-	-	-	-	-	-	-	-	-
Total	976	285	185	506	399	108	80	-	-	-	-	-	-	-	-	-
Really wanted to change my mobile number	131	60	10	61	39	22	25	**	**	**	**	**	**	**	**	**
	13%	21%	5%	12%	10%	20%	31%	**	**	**	**	**	**	**	**	**
		bcd		b		bcd	bcde									
Slight preference for changing my mobile number	141	49	11	81	59	22	14	**	**	**	**	**	**	**	**	**
	14%	17%	6%	16%	15%	20%	18%	**	**	**	**	**	**	**	**	**
		b		b	b	b	b									
Not bothered either way	214	71	18	125	86	39	26	**	**	**	**	**	**	**	**	**
	22%	25%	10%	25%	22%	36%	32%	**	**	**	**	**	**	**	**	**
		b		b	b	abcd	bd									
Slight preference for keeping my mobile number	112	44	13	55	41	14	12	**	**	**	**	**	**	**	**	**
	12%	16%	7%	11%	10%	13%	16%	**	**	**	**	**	**	**	**	**
		b					b									
Really wanted to keep my mobile number	351	53	128	171	166	5	2	**	**	**	**	**	**	**	**	**
	36%	18%	69%	34%	42%	4%	2%	**	**	**	**	**	**	**	**	**
		ef	acdef	aef	acef											
WANTED TO CHANGE NUMBER	272	109	21	142	98	43	39	**	**	**	**	**	**	**	**	**
	28%	38%	11%	28%	25%	40%	49%	**	**	**	**	**	**	**	**	**
		bcd		b	b	bcd	bcd									
WANTED TO KEEP NUMBER	464	97	141	226	207	18	14	**	**	**	**	**	**	**	**	**
	48%	34%	76%	45%	52%	17%	18%	**	**	**	**	**	**	**	**	**
		ef	acdef	aef	aef											
Don't know	26	7	5	14	7	7	1	**	**	**	**	**	**	**	**	**
	3%	3%	3%	3%	2%	7%	1%	**	**	**	**	**	**	**	**	**
						cdf										

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

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

Q3. Which of these best describes your original preference for keeping your number when you switched mobile phone service provider?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	800	-	-	-	-	-	-	309	483	640	121	37
Effective Weighted Sample	699	-	-	-	-	-	-	282	440	557	109	33
Total	976	-	-	-	-	-	-	476	493	763	163	48
Really wanted to change my mobile number	131	**	**	**	**	**	**	77	54	112	16	**
	13%	**	**	**	**	**	**	16% b	11%	15%	10%	**
Slight preference for changing my mobile number	141	**	**	**	**	**	**	75	66	129	11	**
	14%	**	**	**	**	**	**	16%	13%	17% b	7%	**
Not bothered either way	214	**	**	**	**	**	**	107	102	187	21	**
	22%	**	**	**	**	**	**	22%	21%	24% b	13%	**
Slight preference for keeping my mobile number	112	**	**	**	**	**	**	72	40	88	21	**
	12%	**	**	**	**	**	**	15% b	8%	12%	13%	**
Really wanted to keep my mobile number	351	**	**	**	**	**	**	135	216	227	90	**
	36%	**	**	**	**	**	**	28%	44% a	30%	55% a	**
WANTED TO CHANGE NUMBER	272	**	**	**	**	**	**	152	120	241	27	**
	28%	**	**	**	**	**	**	32% b	24%	32% b	16%	**
WANTED TO KEEP NUMBER	464	**	**	**	**	**	**	207	256	315	111	**
	48%	**	**	**	**	**	**	43%	52% a	41%	68% a	**
Don't know	26	**	**	**	**	**	**	10	15	21	4	**
	3%	**	**	**	**	**	**	2%	3%	3%	3%	**

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

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

Q3. Which of these best describes your original preference for keeping your number when you switched mobile phone service provider?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	800	350	179	112	155	529	267	688	64	36	12	715	85	376	323
Effective Weighted Sample	699	307	158	97	134	465	231	602	56	30	11	623	77	325	286
Total	976	442	225	128	178	666	306	844	78	40	15	869	107	451	399
Really wanted to change my mobile number	131	67	25	17	22	92	39	120	**	**	**	125	**	90	31
	13%	15%	11%	14%	12%	14%	13%	14%	**	**	**	14%	**	20% b	8%
Slight preference for changing my mobile number	141	74	27	25	15	101	40	128	**	**	**	129	**	87	36
	14%	17%	12%	19%	8%	15%	13%	15%	**	**	**	15%	**	19% b	9%
		d		d		d									
Not bothered either way	214	89	49	29	45	138	75	181	**	**	**	189	**	97	77
	22%	20%	22%	23%	25%	21%	24%	21%	**	**	**	22%	**	22%	19%
Slight preference for keeping my mobile number	112	54	27	14	18	81	32	97	**	**	**	101	**	67	29
	12%	12%	12%	11%	10%	12%	10%	12%	**	**	**	12%	**	15% b	7%
Really wanted to keep my mobile number	351	150	91	37	73	241	110	294	**	**	**	300	**	98	222
	36%	34%	41%	29%	41%	36%	36%	35%	**	**	**	35%	**	22%	56% a
			c		c										
WANTED TO CHANGE NUMBER	272	141	52	42	37	193	79	248	**	**	**	254	**	176	67
	28%	32%	23%	33%	21%	29%	26%	29%	**	**	**	29%	**	39% b	17%
		bd		d		d									
WANTED TO KEEP NUMBER	464	204	118	51	91	322	142	392	**	**	**	401	**	165	251
	48%	46%	52%	40%	51%	48%	46%	46%	**	**	**	46%	**	37%	63% a
			c												
Don't know	26	8	6	5	5	14	10	24	**	**	**	24	**	12	4
	3%	2%	3%	4%	3%	2%	3%	3%	**	**	**	3%	**	3%	1%

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

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

Q4A. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	566	-	566	-	-	-	-	-	566	500	66
Effective Weighted Sample	527	-	527	-	-	-	-	-	527	480	63
Total	807	-	807	-	-	-	-	-	807	758	49
By text	441	**	441	**	**	**	**	**	441	410	**
	55%	**	55%	**	**	**	**	**	55%	54%	**
By phone	286	**	286	**	**	**	**	**	286	275	**
	35%	**	35%	**	**	**	**	**	35%	36%	**
Through an online account	198	**	198	**	**	**	**	**	198	185	**
	25%	**	25%	**	**	**	**	**	25%	24%	**
In store	129	**	129	**	**	**	**	**	129	120	**
	16%	**	16%	**	**	**	**	**	16%	16%	**
Some other way	4	**	4	**	**	**	**	**	4	4	**
	1%	**	1%	**	**	**	**	**	1%	1%	**
Don't know	18	**	18	**	**	**	**	**	18	17	**
	2%	**	2%	**	**	**	**	**	2%	2%	**
SUMMARY											
REQUESTED BY PHONE OR BY TEXT	630	**	630	**	**	**	**	**	630	592	**
	78%	**	78%	**	**	**	**	**	78%	78%	**

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

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

Q4A. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	566	159	110	297	265	32	29	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	527	146	105	276	254	31	28	-	-	-	-	-	-	-	-	-
Total	807	228	159	421	399	22	23	-	-	-	-	-	-	-	-	-
By text	441	133	102	207	195	**	**	**	**	**	**	**	**	**	**	**
	55%	58%	64% cd	49%	49%	**	**	**	**	**	**	**	**	**	**	**
By phone	286	90	37	160	154	**	**	**	**	**	**	**	**	**	**	**
	35%	39%	23%	38%	39%	**	**	**	**	**	**	**	**	**	**	**
		b		b	b											
Through an online account	198	67	25	106	102	**	**	**	**	**	**	**	**	**	**	**
	25%	29%	16%	25%	26%	**	**	**	**	**	**	**	**	**	**	**
		b		b	b											
In store	129	44	9	75	73	**	**	**	**	**	**	**	**	**	**	**
	16%	19%	6%	18%	18%	**	**	**	**	**	**	**	**	**	**	**
		b		b	b											
Some other way	4	3	1	-	-	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	1%	-%	-%	**	**	**	**	**	**	**	**	**	**	**
		c														
Don't know	18	1	3	15	13	**	**	**	**	**	**	**	**	**	**	**
	2%	1%	2%	3%	3%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
REQUESTED BY PHONE OR BY TEXT	630	177	133	320	303	**	**	**	**	**	**	**	**	**	**	**
	78%	78%	84%	76%	76%	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4A. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	566	-	-	-	-	-	-	225	340	449	91	26
Effective Weighted Sample	527	-	-	-	-	-	-	217	330	417	86	25
Total	807	-	-	-	-	-	-	400	406	628	140	40
By text	441	**	**	**	**	**	**	211	229	356	**	**
	55%	**	**	**	**	**	**	53%	56%	57%	**	**
By phone	286	**	**	**	**	**	**	158	128	228	**	**
	35%	**	**	**	**	**	**	39%	32%	36%	**	**
Through an online account	198	**	**	**	**	**	**	108	90	167	**	**
	25%	**	**	**	**	**	**	27%	22%	27%	**	**
In store	129	**	**	**	**	**	**	81	48	112	**	**
	16%	**	**	**	**	**	**	20%	12%	18%	**	**
								b				
Some other way	4	**	**	**	**	**	**	2	3	4	**	**
	1%	**	**	**	**	**	**	*%	1%	1%	**	**
Don't know	18	**	**	**	**	**	**	6	13	11	**	**
	2%	**	**	**	**	**	**	1%	3%	2%	**	**
SUMMARY												
REQUESTED BY PHONE OR BY TEXT	630	**	**	**	**	**	**	308	320	490	**	**
	78%	**	**	**	**	**	**	77%	79%	78%	**	**

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

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

Q4A. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Significance Level: 95%															
Unweighted total	566	265	131	71	98	396	169	482	49	25	10	501	65	262	234
Effective Weighted Sample	527	246	123	66	92	369	158	450	46	22	9	466	61	241	220
Total	807	381	189	97	138	570	236	694	67	33	13	716	92	369	335
By text	441	211	98	**	**	309	131	375	**	**	**	394	**	208	188
	55%	55%	52%	**	**	54%	56%	54%	**	**	**	55%	**	56%	56%
By phone	286	150	59	**	**	209	77	251	**	**	**	250	**	153	96
	35%	39%	31%	**	**	37%	33%	36%	**	**	**	35%	**	41%	29%
														b	
Through an online account	198	112	47	**	**	159	39	172	**	**	**	186	**	107	73
	25%	29%	25%	**	**	28%	17%	25%	**	**	**	26%	**	29%	22%
		f				f									
In store	129	76	29	**	**	105	24	119	**	**	**	114	**	73	39
	16%	20%	15%	**	**	18%	10%	17%	**	**	**	16%	**	20%	12%
		f				f								b	
Some other way	4	2	-	**	**	2	3	3	**	**	**	3	**	2	3
	1%	*%	-%	**	**	*%	1%	*%	**	**	**	*%	**	1%	1%
Don't know	18	9	4	**	**	13	6	13	**	**	**	15	**	7	7
	2%	2%	2%	**	**	2%	2%	2%	**	**	**	2%	**	2%	2%
SUMMARY															
REQUESTED BY PHONE OR BY TEXT	630	301	141	**	**	442	186	541	**	**	**	556	**	292	259
	78%	79%	75%	**	**	78%	79%	78%	**	**	**	78%	**	79%	77%

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

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	32	-	32	-	-	-	-	-	32	-	32
Effective Weighted Sample	31	-	31	-	-	-	-	-	31	-	31
Total	25	-	25	-	-	-	-	-	25	-	25
By phone	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
By text	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	32	14	1	17	-	17	14	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	31	14	1	16	-	16	14	-	-	-	-	-	-	-	-	-
Total	25	12	1	13	-	13	12	-	-	-	-	-	-	-	-	-
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	32	-	-	-	-	-	-	19	12	29	2	1
Effective Weighted Sample	31	-	-	-	-	-	-	19	12	28	2	1
Total	25	-	-	-	-	-	-	17	7	23	2	1
By phone	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
By text	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	32	15	8	8	1	23	9	28	3	1	-	31	1	18	10
Effective Weighted Sample	31	14	8	8	1	22	9	27	3	1	-	30	1	17	10
Total	25	12	6	6	1	18	7	22	2	1	-	25	1	14	8
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	13	-	13	-	-	-	-	-	13	-	13
Effective Weighted Sample	13	-	13	-	-	-	-	-	13	-	13
Total	11	-	11	-	-	-	-	-	11	-	11
By text	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	13	5	1	7	-	7	5	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	13	5	1	7	-	7	5	-	-	-	-	-	-	-	-	-
Total	11	4	1	6	-	6	4	-	-	-	-	-	-	-	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	13	-	-	-	-	-	-	9	4	13	-	-
Effective Weighted Sample	13	-	-	-	-	-	-	9	4	13	-	-
Total	11	-	-	-	-	-	-	8	2	11	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	13	9	2	2	-	11	2	12	-	1	-	13	-	4	8
Effective Weighted Sample	13	9	2	2	-	11	2	12	-	1	-	13	-	4	8
Total	11	7	2	2	-	9	2	10	-	1	-	11	-	3	7
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	13	-	13	-	-	-	-	-	13	-	13
Effective Weighted Sample	13	-	13	-	-	-	-	-	13	-	13
Total	11	-	11	-	-	-	-	-	11	-	11
Through an online account	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
By text	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	13	5	1	7	-	7	5	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	13	5	1	7	-	7	5	-	-	-	-	-	-	-	-	-
Total	11	4	1	6	-	6	4	-	-	-	-	-	-	-	-	-
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	13	-	-	-	-	-	-	9	4	13	-	-
Effective Weighted Sample	13	-	-	-	-	-	-	9	4	13	-	-
Total	11	-	-	-	-	-	-	8	2	11	-	-
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
By text	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	13	9	2	2	-	11	2	12	-	1	-	13	-	4	8
Effective Weighted Sample	13	9	2	2	-	11	2	12	-	1	-	13	-	4	8
Total	11	7	2	2	-	9	2	10	-	1	-	11	-	3	7
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.(EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER ~b	C&R SWITCHER c
Significance Level: 95%											
Unweighted total	158	-	158	-	-	-	-	-	158	-	158
Effective Weighted Sample	152	-	152	-	-	-	-	-	152	-	152
Total	112	-	112	-	-	-	-	-	112	-	112
I didn't know I could request a code to switch	54	**	54	**	**	**	**	**	54	**	54
	48%	**	48%	**	**	**	**	**	48%	**	48%
I had already cancelled with my previous provider	26	**	26	**	**	**	**	**	26	**	26
	23%	**	23%	**	**	**	**	**	23%	**	23%
I didn't want to request a code to switch (please say why)	12	**	12	**	**	**	**	**	12	**	12
	11%	**	11%	**	**	**	**	**	11%	**	11%
I wasn't able to request a code to switch (please say why)	6	**	6	**	**	**	**	**	6	**	6
	6%	**	6%	**	**	**	**	**	6%	**	6%
Something else	5	**	5	**	**	**	**	**	5	**	5
	4%	**	4%	**	**	**	**	**	4%	**	4%
Don't know	9	**	9	**	**	**	**	**	9	**	9
	8%	**	8%	**	**	**	**	**	8%	**	8%

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

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.(EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	158	48	31	79	-	79	48	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	152	46	30	76	-	76	46	-	-	-	-	-	-	-	-	-
Total	112	35	23	54	-	54	35	-	-	-	-	-	-	-	-	-
I didn't know I could request a code to switch	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already cancelled with my previous provider	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to request a code to switch (please say why)	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I wasn't able to request a code to switch (please say why)	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Something else	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.(EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	b	a	~b	~c
Unweighted total	158	-	-	-	-	-	-	50	105	125	24	8
Effective Weighted Sample	152	-	-	-	-	-	-	50	105	120	23	8
Total	112	-	-	-	-	-	-	46	64	86	18	6
I didn't know I could request a code to switch	54	**	**	**	**	**	**	**	27	43	**	**
	48%	**	**	**	**	**	**	**	43%	50%	**	**
I had already cancelled with my previous provider	26	**	**	**	**	**	**	**	19	21	**	**
	23%	**	**	**	**	**	**	**	30%	24%	**	**
I didn't want to request a code to switch (please say why)	12	**	**	**	**	**	**	**	6	9	**	**
	11%	**	**	**	**	**	**	**	10%	11%	**	**
I wasn't able to request a code to switch (please say why)	6	**	**	**	**	**	**	**	4	6	**	**
	6%	**	**	**	**	**	**	**	6%	6%	**	**
Something else	5	**	**	**	**	**	**	**	2	1	**	**
	4%	**	**	**	**	**	**	**	3%	1%	**	**
Don't know	9	**	**	**	**	**	**	**	6	7	**	**
	8%	**	**	**	**	**	**	**	10%	8%	**	**

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

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.(EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total	158	47	35	23	52	82	75	137	11	9	1	142	16	81	59
Effective Weighted Sample	152	45	34	22	50	79	72	132	11	9	1	137	15	78	57
Total	112	33	25	17	36	58	53	98	7	6	1	100	12	57	42
I didn't know I could request a code to switch	54	**	**	**	**	**	**	48	**	**	**	51	**	**	**
	48%	**	**	**	**	**	**	49%	**	**	**	51%	**	**	**
I had already cancelled with my previous provider	26	**	**	**	**	**	**	23	**	**	**	24	**	**	**
	23%	**	**	**	**	**	**	23%	**	**	**	24%	**	**	**
I didn't want to request a code to switch (please say why)	12	**	**	**	**	**	**	10	**	**	**	10	**	**	**
	11%	**	**	**	**	**	**	11%	**	**	**	10%	**	**	**
I wasn't able to request a code to switch (please say why)	6	**	**	**	**	**	**	5	**	**	**	4	**	**	**
	6%	**	**	**	**	**	**	5%	**	**	**	4%	**	**	**
Something else	5	**	**	**	**	**	**	5	**	**	**	3	**	**	**
	4%	**	**	**	**	**	**	5%	**	**	**	3%	**	**	**
Don't know	9	**	**	**	**	**	**	8	**	**	**	8	**	**	**
	8%	**	**	**	**	**	**	8%	**	**	**	8%	**	**	**

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

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	53	-	53	-	-	-	-	-	53	-	53
Effective Weighted Sample	51	-	51	-	-	-	-	-	51	-	51
Total	39	-	39	-	-	-	-	-	39	-	39
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	53	-	53	-	-	-	-	-	53	-	53
Effective Weighted Sample	51	-	51	-	-	-	-	-	51	-	51
Total	39	-	39	-	-	-	-	-	39	-	39
Can't remember	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	53	18	9	26	-	26	18	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	51	17	9	25	-	25	17	-	-	-	-	-	-	-	-	-
Total	39	14	6	18	-	18	14	-	-	-	-	-	-	-	-	-
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	53	18	9	26	-	26	18	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	51	17	9	25	-	25	17	-	-	-	-	-	-	-	-	-
Total	39	14	6	18	-	18	14	-	-	-	-	-	-	-	-	-
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	53	-	-	-	-	-	-	22	30	41	10	2
Effective Weighted Sample	51	-	-	-	-	-	-	22	30	39	10	2
Total	39	-	-	-	-	-	-	20	18	30	8	2
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	53	-	-	-	-	-	-	22	30	41	10	2
Effective Weighted Sample	51	-	-	-	-	-	-	22	30	39	10	2
Total	39	-	-	-	-	-	-	20	18	30	8	2
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	53	21	12	8	12	33	20	44	2	7	-	47	6	30	18
Effective Weighted Sample	51	20	12	8	12	32	19	42	2	7	-	45	6	29	17
Total	39	15	9	7	8	24	15	33	1	5	-	35	4	21	15
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	53	21	12	8	12	33	20	44	2	7	-	47	6	30	18
Effective Weighted Sample	51	20	12	8	12	32	19	42	2	7	-	45	6	29	17
Total	39	15	9	7	8	24	15	33	1	5	-	35	4	21	15
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	542	-	542	-	-	-	-	-	542	500	42
Effective Weighted Sample	512	-	512	-	-	-	-	-	512	480	41
Total	793	-	793	-	-	-	-	-	793	758	34
I gave the code to my new provider on the same day I requested it	579	**	579	**	**	**	**	**	579	555	**
	73%	**	73%	**	**	**	**	**	73%	73%	**
I gave the code to my new provider later, on a different day to when I requested it	183	**	183	**	**	**	**	**	183	176	**
	23%	**	23%	**	**	**	**	**	23%	23%	**
Don't know	30	**	30	**	**	**	**	**	30	28	**
	4%	**	4%	**	**	**	**	**	4%	4%	**

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

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

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	542	149	106	287	265	22	19	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	512	139	102	271	254	21	18	-	-	-	-	-	-	-	-	-
Total	793	220	156	417	399	18	16	-	-	-	-	-	-	-	-	-
I gave the code to my new provider on the same day I requested it	579	168	121	290	278	**	**	**	**	**	**	**	**	**	**	**
	73%	76%	78%	70%	70%	**	**	**	**	**	**	**	**	**	**	**
I gave the code to my new provider later, on a different day to when I requested it	183	48	29	107	103	**	**	**	**	**	**	**	**	**	**	**
	23%	22%	18%	26%	26%	**	**	**	**	**	**	**	**	**	**	**
Don't know	30	5	6	19	18	**	**	**	**	**	**	**	**	**	**	**
	4%	2%	4%	5%	5%	**	**	**	**	**	**	**	**	**	**	**

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

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

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	542	-	-	-	-	-	-	224	316	428	88	26
Effective Weighted Sample	512	-	-	-	-	-	-	217	313	403	84	25
Total	793	-	-	-	-	-	-	399	392	615	138	40
I gave the code to my new provider on the same day I requested it	579	**	**	**	**	**	**	294	285	471	**	**
	73%	**	**	**	**	**	**	74%	73%	77%	**	**
I gave the code to my new provider later, on a different day to when I requested it	183	**	**	**	**	**	**	92	90	126	**	**
	23%	**	**	**	**	**	**	23%	23%	21%	**	**
Don't know	30	**	**	**	**	**	**	12	17	18	**	**
	4%	**	**	**	**	**	**	3%	4%	3%	**	**

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

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

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	542	254	129	67	91	383	158	469	47	17	9	482	60	244	229
Effective Weighted Sample	512	239	122	63	87	361	150	443	45	16	9	454	58	230	217
Total	793	374	188	95	133	563	228	687	67	26	13	705	88	358	331
I gave the code to my new provider on the same day I requested it	579	278	140	**	**	418	161	510	**	**	**	512	**	256	257
	73%	74%	74%	**	**	74%	71%	74%	**	**	**	73%	**	71%	77%
I gave the code to my new provider later, on a different day to when I requested it	183	82	45	**	**	127	54	156	**	**	**	167	**	91	64
	23%	22%	24%	**	**	23%	24%	23%	**	**	**	24%	**	25%	19%
Don't know	30	14	3	**	**	17	13	21	**	**	**	26	**	11	11
	4%	4%	2%	**	**	3%	6%	3%	**	**	**	4%	**	3%	3%

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

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

Q7B. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	82	-	82	-	-	-	-	-	82	78	4
Effective Weighted Sample	78	-	78	-	-	-	-	-	78	75	4
Total	121	-	121	-	-	-	-	-	121	118	3
When convenient to me/ no need to rush	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Deciding if I wanted to switch	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Wanted to get help with the switch	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

Q7B. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	82	16	17	49	45	4	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	78	15	16	46	43	4	-	-	-	-	-	-	-	-	-	-
Total	121	24	25	72	69	3	-	-	-	-	-	-	-	-	-	-
When convenient to me/ no need to rush	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Deciding if I wanted to switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wanted to get help with the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q7B. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	82	-	-	-	-	-	-	33	49	56	25	1
Effective Weighted Sample	78	-	-	-	-	-	-	32	49	53	24	1
Total	121	-	-	-	-	-	-	60	61	79	41	1
When convenient to me/ no need to rush	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Deciding if I wanted to switch	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Wanted to get help with the switch	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q7B. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested (and who answered this question)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	82	35	22	9	15	57	24	70	10	1	1	73	9	40	34
Effective Weighted Sample	78	33	21	9	15	54	23	67	9	1	1	69	9	38	32
Total	121	53	33	13	21	85	34	104	14	2	1	109	13	60	48
When convenient to me/ no need to rush	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Deciding if I wanted to switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wanted to get help with the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	600	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	568	-	-	-	-	-	-	-	-	-	-
Total	361	-	-	-	-	-	-	-	-	-	-
Yes, this is my main email address	165	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Yes, this is my secondary email address	15	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Yes, but I rarely/ never use it	25	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
TOTAL 'YES'	205	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**
No, I don't use an email address from my broadband provider	153	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

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

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	~f	~g
Unweighted total	600	-	-	-	-	-	-	-	-	600	600	600	300	300	-	-
Effective Weighted Sample	568	-	-	-	-	-	-	-	-	568	568	568	288	282	-	-
Total	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Yes, this is my main email address	165	**	**	**	**	**	**	**	**	165	165	165	63	102	**	**
	46%	**	**	**	**	**	**	**	**	46%	46%	46%	37%	54%	**	**
										d	d	d		abcd		
Yes, this is my secondary email address	15	**	**	**	**	**	**	**	**	15	15	15	8	7	**	**
	4%	**	**	**	**	**	**	**	**	4%	4%	4%	4%	4%	**	**
Yes, but I rarely/ never use it	25	**	**	**	**	**	**	**	**	25	25	25	13	12	**	**
	7%	**	**	**	**	**	**	**	**	7%	7%	7%	7%	6%	**	**
TOTAL 'YES'	205	**	**	**	**	**	**	**	**	205	205	205	83	122	**	**
	57%	**	**	**	**	**	**	**	**	57%	57%	57%	49%	64%	**	**
										d	d	d		abcd		
No, I don't use an email address from my broadband provider	153	**	**	**	**	**	**	**	**	153	153	153	86	67	**	**
	42%	**	**	**	**	**	**	**	**	42%	42%	42%	51%	35%	**	**
										e	e	e	abce			
Don't know	4	**	**	**	**	**	**	**	**	4	4	4	1	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	**	**

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

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	600	464	136	464	136	-	-	198	399	356	155	89
Effective Weighted Sample	568	439	129	439	129	-	-	197	398	337	146	85
Total	361	281	81	281	81	-	-	158	202	209	94	59
Yes, this is my main email address	165	143	22	143	22	**	**	82	82	103	36	**
	46%	51%	27%	51%	27%	**	**	52%	41%	49%	38%	**
		b		b				b		b		
Yes, this is my secondary email address	15	11	4	11	4	**	**	9	6	7	5	**
	4%	4%	5%	4%	5%	**	**	6%	3%	3%	5%	**
Yes, but I rarely/ never use it	25	17	8	17	8	**	**	12	12	14	7	**
	7%	6%	9%	6%	9%	**	**	8%	6%	7%	7%	**
TOTAL 'YES'	205	172	33	172	33	**	**	103	101	124	48	**
	57%	61%	41%	61%	41%	**	**	65%	50%	59%	51%	**
		b		b				b				
No, I don't use an email address from my broadband provider	153	106	47	106	47	**	**	53	99	83	44	**
	42%	38%	58%	38%	58%	**	**	34%	49%	40%	47%	**
			a		a				a			
Don't know	4	3	1	3	1	**	**	2	2	2	1	**
	1%	1%	1%	1%	1%	**	**	1%	1%	1%	1%	**

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

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	600	233	168	105	94	401	199	522	46	23	9	518	82	194	365
Effective Weighted Sample	568	220	160	99	90	379	189	494	44	22	9	490	78	184	345
Total	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Yes, this is my main email address	165	84	32	27	**	116	49	147	**	**	**	147	**	58	95
	46%	57%	33%	43%	**	48%	41%	46%	**	**	**	47%	**	50%	43%
		bcef				b									
Yes, this is my secondary email address	15	7	3	3	**	10	5	13	**	**	**	13	**	9	6
	4%	5%	3%	4%	**	4%	4%	4%	**	**	**	4%	**	8%	3%
														b	
Yes, but I rarely/ never use it	25	6	8	5	**	14	11	21	**	**	**	21	**	6	17
	7%	4%	8%	8%	**	6%	9%	7%	**	**	**	7%	**	5%	8%
						a									
TOTAL 'YES'	205	97	43	35	**	140	65	181	**	**	**	181	**	74	118
	57%	66%	44%	55%	**	58%	55%	57%	**	**	**	58%	**	63%	53%
		bcef				b								b	
No, I don't use an email address from my broadband provider	153	47	54	28	**	100	53	132	**	**	**	129	**	44	101
	42%	32%	56%	44%	**	41%	44%	42%	**	**	**	41%	**	37%	46%
			aef	a		a	a								
Don't know	4	2	-	1	**	2	1	3	**	**	**	3	**	-	2
	1%	2%	-%	1%	**	1%	1%	1%	**	**	**	1%	**	-%	1%

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

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	542	542	542	337	205	147	395	-	-	-	-
Effective Weighted Sample	516	516	516	322	195	138	379	-	-	-	-
Total	207	207	207	133	74	54	153	-	-	-	-
Yes, this is my main email address	72	72	72	42	31	22	51	**	**	**	**
	35%	35%	35%	31%	42%	40%	33%	**	**	**	**
					a						
Yes, this is my secondary email address	4	4	4	2	3	3	2	**	**	**	**
	2%	2%	2%	1%	4%	5%	1%	**	**	**	**
						b					
Yes, but I rarely/ never use it	11	11	11	7	3	2	9	**	**	**	**
	5%	5%	5%	5%	5%	3%	6%	**	**	**	**
TOTAL 'YES'	87	87	87	50	37	26	61	**	**	**	**
	42%	42%	42%	38%	50%	48%	40%	**	**	**	**
					a						
No, I don't use an email address from my broadband provider	116	116	116	80	35	27	88	**	**	**	**
	56%	56%	56%	60%	48%	50%	58%	**	**	**	**
				b							
Don't know	4	4	4	3	2	1	4	**	**	**	**
	2%	2%	2%	2%	3%	2%	2%	**	**	**	**

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

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	542	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	516	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	207	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, this is my main email address	72	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, this is my secondary email address	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, but I rarely/ never use it	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL 'YES'	87	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I don't use an email address from my broadband provider	116	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	542	-	-	-	-	-	-	154	383	335	138	68
Effective Weighted Sample	516	-	-	-	-	-	-	154	382	320	131	65
Total	207	-	-	-	-	-	-	79	126	123	55	29
Yes, this is my main email address	72	**	**	**	**	**	**	29	43	47	16	**
	35%	**	**	**	**	**	**	37%	34%	38%	29%	**
Yes, this is my secondary email address	4	**	**	**	**	**	**	2	3	4	*	**
	2%	**	**	**	**	**	**	2%	2%	3%	1%	**
Yes, but I rarely/ never use it	11	**	**	**	**	**	**	5	6	8	2	**
	5%	**	**	**	**	**	**	6%	4%	6%	3%	**
TOTAL 'YES'	87	**	**	**	**	**	**	35	51	58	18	**
	42%	**	**	**	**	**	**	44%	41%	48% b	33%	**
No, I don't use an email address from my broadband provider	116	**	**	**	**	**	**	43	70	62	36	**
	56%	**	**	**	**	**	**	55%	56%	50%	65% a	**
Don't know	4	**	**	**	**	**	**	1	4	3	1	**
	2%	**	**	**	**	**	**	1%	3%	2%	2%	**

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

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	542	158	164	87	133	322	220	456	37	34	15	463	79	172	321
Effective Weighted Sample	516	150	156	83	128	306	211	434	35	33	14	440	76	164	305
Total	207	61	66	33	48	126	81	174	14	14	6	178	29	64	124
Yes, this is my main email address	72	22	22	**	14	45	28	58	**	**	**	64	**	15	49
	35%	37%	34%	**	28%	35%	34%	34%	**	**	**	36%	**	23%	40%
															a
Yes, this is my secondary email address	4	1	1	**	2	2	2	4	**	**	**	4	**	3	2
	2%	2%	1%	**	4%	2%	3%	2%	**	**	**	2%	**	4%	1%
															b
Yes, but I rarely/ never use it	11	2	2	**	4	5	6	9	**	**	**	10	**	4	6
	5%	4%	4%	**	9%	4%	7%	5%	**	**	**	6%	**	6%	4%
					e										
TOTAL 'YES'	87	26	26	**	20	52	35	71	**	**	**	79	**	21	57
	42%	43%	39%	**	41%	41%	44%	41%	**	**	**	44%	**	33%	46%
															a
No, I don't use an email address from my broadband provider	116	33	40	**	26	73	43	99	**	**	**	96	**	41	66
	56%	54%	61%	**	55%	58%	53%	57%	**	**	**	54%	**	64%	53%
															b
Don't know	4	2	-	**	2	2	3	4	**	**	**	3	**	2	1
	2%	3%	-%	**	3%	1%	4%	2%	**	**	**	1%	**	3%	1%
		b			b		b								

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

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

Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	542	542	542	337	205	147	395	-	-	-	-
Effective Weighted Sample	516	516	516	322	195	138	379	-	-	-	-
Total	207	207	207	133	74	54	153	-	-	-	-
Yes, this was my main email address	63	63	63	36	27	17	46	**	**	**	**
	30%	30%	30%	27%	36%	31%	30%	**	**	**	**
					a						
Yes, this was my secondary email address	6	6	6	3	3	3	3	**	**	**	**
	3%	3%	3%	2%	4%	5%	2%	**	**	**	**
Yes, but I rarely/ never used it	11	11	11	6	5	4	7	**	**	**	**
	6%	6%	6%	5%	7%	7%	5%	**	**	**	**
TOTAL 'YES'	80	80	80	46	34	23	56	**	**	**	**
	39%	39%	39%	34%	46%	43%	37%	**	**	**	**
					a						
No, I didn't use an email address from my previous broadband provider	122	122	122	84	38	30	92	**	**	**	**
	59%	59%	59%	63%	51%	55%	60%	**	**	**	**
				b							
Don't know	5	5	5	3	2	1	4	**	**	**	**
	2%	2%	2%	2%	3%	2%	3%	**	**	**	**

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

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

Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	542	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	516	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	207	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, this was my main email address	63	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, this was my secondary email address	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, but I rarely/ never used it	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL 'YES'	80	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't use an email address from my previous broadband provider	122	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	542	-	-	-	-	-	-	154	383	335	138	68
Effective Weighted Sample	516	-	-	-	-	-	-	154	382	320	131	65
Total	207	-	-	-	-	-	-	79	126	123	55	29
Yes, this was my main email address	63	**	**	**	**	**	**	25	38	41	15	**
	30%	**	**	**	**	**	**	31%	30%	33%	28%	**
Yes, this was my secondary email address	6	**	**	**	**	**	**	2	4	4	1	**
	3%	**	**	**	**	**	**	2%	3%	3%	2%	**
Yes, but I rarely/ never used it	11	**	**	**	**	**	**	7	4	7	3	**
	6%	**	**	**	**	**	**	9%	3%	5%	5%	**
								b				
TOTAL 'YES'	80	**	**	**	**	**	**	33	46	52	19	**
	39%	**	**	**	**	**	**	42%	37%	42%	35%	**
No, I didn't use an email address from my previous broadband provider	122	**	**	**	**	**	**	46	75	68	35	**
	59%	**	**	**	**	**	**	57%	60%	55%	63%	**
Don't know	5	**	**	**	**	**	**	1	5	3	1	**
	2%	**	**	**	**	**	**	1%	4%	3%	2%	**

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

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

Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	542	158	164	87	133	322	220	456	37	34	15	463	79	172	321
Effective Weighted Sample	516	150	156	83	128	306	211	434	35	33	14	440	76	164	305
Total	207	61	66	33	48	126	81	174	14	14	6	178	29	64	124
Yes, this was my main email address	63	20	17	**	12	37	25	55	**	**	**	55	**	14	41
	30%	33%	27%	**	26%	30%	31%	32%	**	**	**	31%	**	22%	33%
Yes, this was my secondary email address	6	2	2	**	2	4	2	5	**	**	**	5	**	2	4
	3%	3%	3%	**	4%	3%	2%	3%	**	**	**	3%	**	3%	3%
Yes, but I rarely/ never used it	11	4	3	**	3	7	4	8	**	**	**	11	**	4	7
	6%	6%	5%	**	6%	6%	5%	4%	**	**	**	6%	**	6%	6%
TOTAL 'YES'	80	26	23	**	17	48	32	67	**	**	**	71	**	20	52
	39%	42%	35%	**	36%	38%	39%	39%	**	**	**	40%	**	31%	42%
No, I didn't use an email address from my previous broadband provider	122	34	43	**	29	76	46	102	**	**	**	103	**	42	71
	59%	56%	65%	**	62%	60%	57%	59%	**	**	**	58%	**	66%	57%
Don't know	5	1	*	**	1	2	4	4	**	**	**	4	**	2	2
	2%	2%	1%	**	3%	1%	4%	3%	**	**	**	2%	**	3%	2%

be

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

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

Q10. Thinking back to when you switched your (SERVICE/S) from [PREVIOUS PROVIDER] to [CURRENT PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [CURRENT PROVIDER] do this?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	~b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	337	337	337	337	-	37	300	-	-	-	-
Effective Weighted Sample	322	322	322	322	-	35	287	-	-	-	-
Total	133	133	133	133	-	15	118	-	-	-	-
I cancelled the service with my previous provider	37	37	37	37	**	**	37	**	**	**	**
	28%	28%	28%	28%	**	**	32%	**	**	**	**
My new provider cancelled my previous service for me	90	90	90	90	**	**	74	**	**	**	**
	67%	67%	67%	67%	**	**	63%	**	**	**	**
Don't know	6	6	6	6	**	**	6	**	**	**	**
	4%	4%	4%	4%	**	**	5%	**	**	**	**

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

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

Q10. Thinking back to when you switched your (SERVICE/S) from [PREVIOUS PROVIDER] to [CURRENT PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [CURRENT PROVIDER] do this?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	337	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	322	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	133	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I cancelled the service with my previous provider	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider cancelled my previous service for me	90	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q10. Thinking back to when you switched your (SERVICE/S) from [PREVIOUS PROVIDER] to [CURRENT PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [CURRENT PROVIDER] do this?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	b	a	~b	~c
Unweighted total	337	-	-	-	-	-	-	98	234	195	90	51
Effective Weighted Sample	322	-	-	-	-	-	-	98	234	187	86	49
Total	133	-	-	-	-	-	-	52	79	75	37	21
I cancelled the service with my previous provider	37	**	**	**	**	**	**	**	24	22	**	**
	28%	**	**	**	**	**	**	**	30%	30%	**	**
My new provider cancelled my previous service for me	90	**	**	**	**	**	**	**	53	50	**	**
	67%	**	**	**	**	**	**	**	67%	67%	**	**
Don't know	6	**	**	**	**	**	**	**	2	2	**	**
	4%	**	**	**	**	**	**	**	2%	3%	**	**

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

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

Q10. Thinking back to when you switched your (SERVICE/S) from [PREVIOUS PROVIDER] to [CURRENT PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [CURRENT PROVIDER] do this?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES a	NO b
Significance Level: 95%															
Unweighted total	337	94	108	48	87	202	135	288	23	20	6	270	67	115	191
Effective Weighted Sample	322	90	103	46	84	193	130	275	22	19	6	258	64	110	182
Total	133	38	44	19	32	82	51	114	9	8	2	108	25	45	77
I cancelled the service with my previous provider	37	**	15	**	**	27	10	30	**	**	**	30	**	14	20
	28%	**	33% f	**	**	33% f	20%	26%	**	**	**	28%	**	30%	27%
My new provider cancelled my previous service for me	90	**	28	**	**	52	38	77	**	**	**	72	**	29	53
	67%	**	63%	**	**	63%	74% e	68%	**	**	**	67%	**	64%	70%
Don't know	6	**	2	**	**	3	3	6	**	**	**	5	**	2	3
	4%	**	4%	**	**	3%	6%	5%	**	**	**	5%	**	5%	4%

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

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

Q11. When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	97	97	97	97	-	-	97	-	-	-	-
Effective Weighted Sample	93	93	93	93	-	-	93	-	-	-	-
Total	37	37	37	37	-	-	37	-	-	-	-
Yes, I knew this without being told by my new provider	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Yes, I knew this because I was told by my new provider	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

Q11. When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	97	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	93	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, I knew this without being told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I knew this because I was told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q11. When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	97	-	-	-	-	-	-	23	71	59	29	9
Effective Weighted Sample	93	-	-	-	-	-	-	23	71	57	28	9
Total	37	-	-	-	-	-	-	12	24	22	11	4
Yes, I knew this without being told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I knew this because I was told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q11. When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	97	33	37	9	18	70	27	78	7	9	3	78	19	35	52
Effective Weighted Sample	93	32	36	9	17	67	26	75	7	9	3	75	18	34	50
Total	37	13	15	3	7	27	10	30	3	4	1	30	7	14	20
Yes, I knew this without being told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I knew this because I was told by my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q12. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	45	45	45	45	-	-	45	-	-	-	-
Effective Weighted Sample	43	43	43	43	-	-	43	-	-	-	-
Total	18	18	18	18	-	-	18	-	-	-	-
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

Q12. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	45	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	43	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q12. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	45	-	-	-	-	-	-	15	30	29	12	4
Effective Weighted Sample	43	-	-	-	-	-	-	15	30	28	11	4
Total	18	-	-	-	-	-	-	8	10	12	5	2
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q12. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	45	17	13	6	9	30	15	39	1	4	1	36	9	12	30
Effective Weighted Sample	43	16	12	6	9	29	14	37	1	4	1	34	9	11	29
Total	18	7	5	2	4	12	6	16	1	2	*	14	4	5	12
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Wanted to reduce the cost of services	741	97	317	50	47	16	57	24	219	180	40
	27%	32%	25%	37%	27%	29%	37%	25%	22%	24%	18%
		b		b			c				
Found out about a better deal/ price with another provider	616	93	340	46	47	17	52	24	248	195	53
	23%	30%	27%	34%	27%	31%	34%	25%	25%	26%	24%
				b			c				
My contract/ deal came to an end	613	75	266	40	36	14	44	17	190	155	35
	22%	25%	21%	30%	21%	27%	29%	17%	20%	20%	16%
		b		b			c				
Previous provider increased cost of services	415	68	166	32	36	14	37	17	98	79	20
	15%	22%	13%	24%	21%	26%	24%	17%	10%	10%	9%
		b									
I regularly review to check that I have the best deal	385	41	145	18	23	7	22	12	103	84	20
	14%	14%	11%	14%	13%	14%	14%	12%	11%	11%	9%
My provider contacted me to let me know my contract was coming to an end	378	26	158	10	16	3	12	12	131	109	22
	14%	9%	12%	8%	9%	5%	8%	12%	13%	14%	10%
		a									
Technical issues with my previous service	374	47	164	17	31	7	22	18	117	90	27
	14%	15%	13%	13%	18%	13%	15%	18%	12%	12%	12%
Poor customer service with previous provider	374	49	165	21	28	8	25	15	116	87	29
	14%	16%	13%	15%	16%	16%	17%	15%	12%	11%	13%

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
When I was advised that my price would rise and I could leave my contract	366 13%	35 11%	185 14% a	13 9%	22 13%	4 7%	16 11%	14 15% a	150 15%	121 16%	29 13%
Friends and family mentioned a deal	317 12%	25 8%	138 11%	7 5%	19 11% a	5 8%	7 5%	14 14% b	113 12%	79 10%	33 15% b
Better compatibility between my different devices/ services	307 11%	19 6%	135 11% a	8 6%	11 6%	4 8%	7 5%	7 7%	116 12%	86 11%	30 14%
I heard about other technology or services that I am interested in	292 11%	19 6%	128 10% a	4 3%	15 8% a	3 5%	4 2%	12 12% ab	109 11%	82 11%	27 12%
My provider contacted me to let me know I could get a better deal from them	268 10%	18 6%	127 10% a	6 5%	12 7%	2 3%	8 5%	9 9%	109 11%	88 12%	20 9%
Previous provider would not negotiate on costs	259 9%	31 10%	120 9%	13 10%	18 10%	7 13%	15 10%	8 8%	90 9%	72 9%	18 8%
Wanted the convenience of getting all services from one provider	258 9%	26 8%	113 9%	12 9%	14 8%	2 3%	12 8% a	12 13% a	87 9%	68 9%	19 9%

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Wanted faster broadband services	236	43	43	29	14	9	34	-	-	-	-
	9%	14%	3%	22%	8%	17%	22%	-%	-%	-%	-%
		b		b		c	c				
New services became available in my area	216	19	92	6	13	3	8	9	73	53	19
	8%	6%	7%	5%	8%	5%	5%	9%	7%	7%	9%
Wanted unlimited broadband services	114	10	10	7	3	3	7	-	-	-	-
	4%	3%	1%	6%	2%	5%	5%	-%	-%	-%	-%
		b		b		c	c				
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	95	20	20	2	18	2	1	18	-	-	-
	3%	6%	2%	1%	10%	3%	*%	18%	-%	-%	-%
		b			a	b		ab			
Wanted additional content or channels	95	13	13	2	11	3	*	10	-	-	-
	3%	4%	1%	1%	6%	5%	*%	10%	-%	-%	-%
		b			a	b		b			
Wanted to reduce content or channels	77	8	8	*	7	2	-	6	-	-	-
	3%	3%	1%	*%	4%	4%	-%	6%	-%	-%	-%
		b			a	b		b			
Wanted a specific deal or service not available with my previous provider	65	4	43	3	2	-	3	1	39	32	7
	2%	1%	3%	2%	1%	-%	2%	1%	4%	4%	3%
			a								
Other reasons	64	8	36	4	4	1	4	2	29	21	8
	2%	2%	3%	3%	2%	2%	3%	2%	3%	3%	4%

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

		ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Can't remember	80	5	44	1	4	1	1	3	38	30	9
	3%	2%	3%	1%	2%	1%	1%	3%	4%	4%	4%
			a								

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Wanted to reduce the cost of services	741	51	77	92	72	20	12	24	81	320	189	141	66	75	48	131
	27%	18%	41%	18%	18%	19%	15%	19%	20%	35%	36%	39%	39%	39%	28%	34%
			acdef							f	f	f	f	f		
Found out about a better deal/ price with another provider	616	54	64	130	103	27	14	25	105	145	93	60	25	35	33	52
	23%	19%	34%	26%	26%	25%	18%	20%	26%	16%	18%	17%	15%	19%	20%	13%
			acf	a											g	
My contract/ deal came to an end	613	21	53	116	95	21	9	28	69	251	137	107	57	50	30	114
	22%	8%	29%	23%	24%	19%	12%	22%	17%	27%	26%	30%	33%	26%	18%	29%
			af	af	af	a				f	f	f	abf	f		f
Previous provider increased cost of services	415	27	23	48	37	10	6	23	85	140	103	71	32	39	32	38
	15%	10%	13%	9%	9%	9%	8%	18%	21%	15%	19%	20%	19%	20%	19%	10%
										g	ag	ag	g	ag	g	
I regularly review to check that I have the best deal	385	29	14	61	49	11	6	12	57	171	105	75	32	43	30	66
	14%	10%	8%	12%	12%	10%	8%	10%	14%	19%	20%	21%	19%	23%	18%	17%
My provider contacted me to let me know my contract was coming to an end	378	54	8	69	57	12	9	11	81	129	82	55	33	21	28	47
	14%	19%	4%	14%	14%	11%	12%	9%	20%	14%	16%	15%	19%	11%	16%	12%
		be		b	b	b	b		a				aeg			
Technical issues with my previous service	374	37	17	64	53	11	11	25	85	100	63	49	20	29	14	37
	14%	13%	9%	13%	13%	10%	14%	20%	21%	11%	12%	13%	12%	15%	8%	9%
												f		afg		

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Poor customer service with previous provider	374	40	14	62	49	13	11	26	82	101	62	41	17	24	20	40
	14%	14%	8%	12%	12%	12%	14%	21%	20%	11%	12%	11%	10%	13%	12%	10%
When I was advised that my price would rise and I could leave my contract	366	51	10	89	73	16	9	11	49	121	76	45	16	30	31	45
	13%	18%	5%	18%	18%	15%	12%	9%	12%	13%	14%	13%	9%	16%	18%	12%
		b		b	b	b					d			d	acd	
Friends and family mentioned a deal	317	26	24	62	42	20	9	12	64	103	57	34	14	20	23	46
	12%	9%	13%	12%	11%	18%	11%	9%	16%	11%	11%	10%	8%	10%	13%	12%
						ad										
Better compatibility between my different devices/ services	307	40	11	66	53	13	14	13	85	75	47	28	7	21	20	27
	11%	14%	6%	13%	13%	12%	17%	10%	21%	8%	9%	8%	4%	11%	12%	7%
		b		b	b		b		a	d	d	d		d	d	
I heard about other technology or services that I am interested in	292	41	13	55	41	14	11	11	67	87	48	27	6	20	22	38
	11%	14%	7%	11%	10%	13%	13%	9%	16%	9%	9%	7%	4%	11%	13%	10%
		b								d	d	d		d	cd	d
My provider contacted me to let me know I could get a better deal from them	268	38	6	65	56	9	9	8	44	90	55	31	8	23	24	35
	10%	13%	3%	13%	14%	9%	11%	6%	11%	10%	10%	9%	5%	12%	14%	9%
		b		b	b	b	b			d	d	d		d	acd	d
Previous provider would not negotiate on costs	259	27	12	51	40	11	6	4	59	76	45	29	8	20	17	30
	9%	9%	6%	10%	10%	10%	8%	3%	14%	8%	9%	8%	5%	11%	10%	8%
									a	d	d			d	d	
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Table 45

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Wanted the convenience of getting all services from one provider	258 9%	24 9%	11 6%	53 10%	41 10%	12 11%	4 5%	9 7%	53 13%	82 9% d	48 9% d	29 8% d	6 3%	24 12% cd	18 11% d	35 9% d
Wanted faster broadband services	236 9%	- -%	- -%	- -%	- -%	- -%	- -%	45 36% b	73 18%	75 8% fg	75 14% afg	75 21% abfg	31 18% afg	44 23% abfg	- -%	- -%
New services became available in my area	216 8%	25 9%	7 4%	41 8%	31 8%	10 10% b	8 10%	15 12%	34 8%	76 8%	49 9%	32 9%	9 6%	22 12% dg	17 10% d	27 7%
Wanted unlimited broadband services	114 4%	- -%	- -%	- -%	- -%	- -%	- -%	4 3%	71 18% a	29 3% fg	29 5% afg	29 8% abfg	13 7% afg	16 9% afg	- -%	- -%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	95 3%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	42 10% a	34 4% dg	34 6% adg	16 4% dg	- -%	16 8% acd	18 10% abcd	- -%
Wanted additional content or channels	95 3%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	42 10% a	40 4% dg	40 8% adg	24 7% adg	- -%	24 12% abcd	17 10% adg	- -%
Wanted to reduce content or channels	77 3%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	33 8% a	36 4% dg	36 7% adg	22 6% adg	- -%	22 12% abcd	13 8% adg	- -%

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Wanted a specific deal or service not available with my previous provider	65 2%	8 3%	9 5%	22 4%	19 5%	3 3%	3 3%	2 2%	12 3%	8 1%	1 *%	* *%	* *%	- -%	1 *%	7 2% bce
Other reasons	64 2%	11 4% d	8 4% d	10 2%	4 1%	5 5% cd	2 2%	1 1%	11 3%	16 2%	8 2%	7 2%	3 2%	4 2%	1 *%	8 2%
Can't remember	80 3%	12 4%	3 2%	23 5%	20 5%	3 3%	4 5%	3 2%	8 2%	26 3% c	12 2%	4 1%	2 1%	3 1%	7 4% cde	14 4% cd

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Wanted to reduce the cost of services	741	231	89	153	36	78	53	318	407	499	167	75
	27%	36%	32%	38%	29%	33%	36%	25%	29%	25%	32%	39%
				b					a		a	ab
Found out about a better deal/ price with another provider	616	103	42	75	18	29	24	254	354	459	109	48
	23%	16%	15%	19%	14%	12%	16%	20%	25%	23%	21%	25%
									a			
My contract/ deal came to an end	613	194	57	118	19	76	38	279	331	414	136	64
	22%	30%	21%	29%	15%	32%	25%	22%	23%	21%	26%	33%
		b		b							a	ab
Previous provider increased cost of services	415	98	42	77	25	21	17	203	208	292	82	41
	15%	15%	15%	19%	20%	9%	11%	16%	15%	14%	16%	22%
												ab
I regularly review to check that I have the best deal	385	115	56	81	24	34	31	183	199	284	68	33
	14%	18%	20%	20%	19%	14%	21%	14%	14%	14%	13%	17%
My provider contacted me to let me know my contract was coming to an end	378	109	19	72	11	38	9	174	199	287	67	25
	14%	17%	7%	18%	8%	16%	6%	14%	14%	14%	13%	13%
		b		b		b						
Technical issues with my previous service	374	73	27	51	12	22	15	178	193	309	50	15
	14%	11%	10%	13%	10%	9%	10%	14%	14%	15%	10%	8%
										bc		

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Poor customer service with previous provider	374 14%	67 10%	34 12%	48 12%	14 11%	20 8%	20 13%	207 16% b	166 12%	278 14%	71 14%	25 13%
When I was advised that my price would rise and I could leave my contract	366 13%	95 15% b	26 9%	65 16% b	11 8%	30 12%	15 10%	186 14%	178 13%	301 15% bc	52 10%	11 6%
Friends and family mentioned a deal	317 12%	77 12%	26 9%	43 11%	14 11%	35 14%	11 8%	146 11%	165 12%	259 13% b	35 7%	24 12% b
Better compatibility between my different devices/ services	307 11%	56 9%	19 7%	39 10%	8 7%	17 7%	10 7%	154 12%	148 10%	266 13% bc	34 7%	7 4%
I heard about other technology or services that I am interested in	292 11%	67 10%	20 7%	44 11% b	5 4%	23 10%	15 10%	168 13% b	118 8%	244 12% bc	40 8%	8 4%
My provider contacted me to let me know I could get a better deal from them	268 10%	76 12% b	14 5%	48 12% b	7 6%	28 12% b	7 5%	131 10%	135 10%	228 11% bc	35 7% c	6 3%
Previous provider would not negotiate on costs	259 9%	52 8%	24 9%	36 9%	10 8%	16 7%	14 9%	129 10%	130 9%	212 11% b	33 6%	13 7%

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Wanted the convenience of getting all services from one provider	258 9%	56 9%	26 10%	40 10%	8 6%	16 7%	19 13%	138 11% b	119 8%	209 10% c	42 8% c	6 3%
Wanted faster broadband services	236 9%	60 9% b	15 5%	60 15%	15 12%	- -%	- -%	102 8%	129 9%	177 9%	45 9%	13 7%
New services became available in my area	216 8%	57 9%	19 7%	42 10% b	6 5%	15 6%	12 8%	124 10% b	91 6%	178 9% bc	31 6%	7 4%
Wanted unlimited broadband services	114 4%	24 4%	5 2%	24 6%	5 4%	- -%	- -%	74 6% b	36 3%	98 5% bc	15 3%	1 1%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	95 3%	30 5% b	3 1%	30 8% b	3 3%	- -%	- -%	61 5% b	33 2%	87 4% bc	6 1%	1 1%
Wanted additional content or channels	95 3%	37 6% b	3 1%	37 9% b	3 3%	- -%	- -%	62 5% b	33 2%	83 4% bc	11 2%	2 1%
Wanted to reduce content or channels	77 3%	32 5% b	4 1%	32 8% b	4 3%	- -%	- -%	47 4% b	29 2%	64 3% b	6 1%	7 3% b

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Wanted a specific deal or service not available with my previous provider	65 2%	6 1%	3 1%	1 *%	* *%	5 2%	2 1%	30 2%	35 2%	56 3% b	4 1%	5 3%
Other reasons	64 2%	8 1%	8 3% a	4 1%	4 3% a	4 2%	4 3%	31 2%	34 2%	32 2%	22 4% a	10 5% a
Can't remember	80 3%	9 1%	17 6% a	5 1%	7 5% a	4 2%	10 7% a	32 2%	47 3%	63 3%	12 2%	3 2%

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Wanted to reduce the cost of services	741	268	216	120	138	484	257	636	59	35	**	642	99	276	404
	27%	24%	32%	28%	28%	27%	28%	27%	28%	25%	**	26%	36%	25%	31%
			ae		a	a	a						a		a
Found out about a better deal/ price with another provider	616	258	166	87	105	424	192	518	40	46	**	543	73	233	328
	23%	23%	25%	20%	22%	24%	21%	22%	19%	33%	**	22%	26%	21%	25%
										ab					a
My contract/ deal came to an end	613	228	194	102	90	422	192	513	61	33	**	542	72	208	354
	22%	20%	29%	24%	18%	23%	21%	22%	29%	24%	**	22%	26%	19%	27%
			acdef	d		ad			a						a
Previous provider increased cost of services	415	176	85	76	78	260	154	343	29	32	**	373	41	171	209
	15%	15%	13%	18%	16%	14%	17%	15%	14%	23%	**	15%	15%	16%	16%
				b			b			ab					
I regularly review to check that I have the best deal	385	184	93	61	47	277	108	337	21	22	**	356	30	170	171
	14%	16%	14%	14%	10%	15%	12%	14%	10%	16%	**	15%	11%	16%	13%
		df	d	d		df									
My provider contacted me to let me know my contract was coming to an end	378	179	76	68	53	255	121	330	29	17	**	339	39	164	184
	14%	16%	11%	16%	11%	14%	13%	14%	14%	12%	**	14%	14%	15%	14%
		bd		bd		d									
Technical issues with my previous service	374	183	77	59	52	260	111	321	29	23	**	333	41	171	155
	14%	16%	12%	14%	11%	14%	12%	14%	14%	17%	**	14%	15%	16%	12%
		bdf				d								b	

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

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Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Poor customer service with previous provider	374	162	82	57	73	244	130	309	33	25	**	347	27	166	163
	14%	14%	12%	13%	15%	14%	14%	13%	16%	19%	**	14% b	10%	15% b	12%
When I was advised that my price would rise and I could leave my contract	366	202	74	53	35	276	88	318	27	16	**	339	27	174	135
	13%	18% bcdf	11% d	12% d	7%	15% bdf	10%	14%	13%	11%	**	14% b	10%	16% b	10%
Friends and family mentioned a deal	317	149	54	50	59	203	109	274	29	13	**	299	18	135	150
	12%	13% b	8%	12% b	12% b	11% b	12% b	12%	14%	9%	**	12% b	7%	12%	11%
Better compatibility between my different devices/ services	307	156	61	51	39	217	90	268	23	14	**	284	24	151	122
	11%	14% bdf	9%	12% d	8%	12% bd	10%	11%	11%	10%	**	12%	8%	14% b	9%
I heard about other technology or services that I am interested in	292	171	49	32	38	221	70	265	15	9	**	267	25	145	118
	11%	15% bcdef	7%	8%	8%	12% bcdf	8%	11%	7%	7%	**	11%	9%	13% b	9%
My provider contacted me to let me know I could get a better deal from them	268	155	52	36	26	207	62	230	17	18	**	244	24	124	103
	10%	14% bcdf	8%	8% d	5%	11% bdf	7%	10%	8%	13%	**	10%	9%	11% b	8%
Previous provider would not negotiate on costs	259	122	66	36	35	188	71	217	21	10	**	235	23	100	125
	9%	11% df	10%	8%	7%	10% df	8%	9%	10%	8%	**	10%	8%	9%	10%

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

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Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Wanted the convenience of getting all services from one provider	258	125	41	53	38	166	91	224	14	17	**	231	27	123	95
	9%	11%	6%	12%	8%	9%	10%	10%	7%	13%	**	9%	10%	11%	7%
		bd		bde		b	b							b	
Wanted faster broadband services	236	88	68	37	41	156	79	214	13	6	**	209	27	102	106
	9%	8%	10%	9%	8%	9%	9%	9%	6%	5%	**	9%	10%	9%	8%
New services became available in my area	216	114	44	29	30	157	59	192	13	6	**	193	24	96	91
	8%	10%	7%	7%	6%	9%	7%	8%	6%	4%	**	8%	9%	9%	7%
		bcd	f			f									
Wanted unlimited broadband services	114	63	17	16	18	81	34	91	18	2	**	106	8	43	69
	4%	6%	3%	4%	4%	4%	4%	4%	9%	2%	**	4%	3%	4%	5%
		bf				b			ac						
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	95	49	17	16	14	66	29	76	13	6	**	91	4	47	41
	3%	4%	3%	4%	3%	4%	3%	3%	6%	4%	**	4%	1%	4%	3%
		b							a			b			
Wanted additional content or channels	95	48	18	19	9	66	29	83	11	1	**	92	3	30	56
	3%	4%	3%	5%	2%	4%	3%	4%	5%	1%	**	4%	1%	3%	4%
		d		d		d			c			b			a
Wanted to reduce content or channels	77	23	23	10	20	47	30	62	3	11	**	75	1	33	35
	3%	2%	3%	2%	4%	3%	3%	3%	1%	8%	**	3%	*%	3%	3%
					a					ab		b			

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

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

Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Significance Level: 95%															
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Wanted a specific deal or service not available with my previous provider	65	34	15	6	9	49	15	56	6	1	**	57	8	26	33
	2%	3%	2%	1%	2%	3%	2%	2%	3%	1%	**	2%	3%	2%	3%
		f													
Other reasons	64	21	16	12	16	37	27	50	10	4	**	62	2	27	30
	2%	2%	2%	3%	3%	2%	3%	2%	5%	3%	**	3%	1%	2%	2%
									a			b			
Can't remember	80	23	19	13	22	42	34	75	2	2	**	68	12	26	26
	3%	2%	3%	3%	4%	2%	4%	3%	1%	2%	**	3%	4%	2%	2%
					ae		ae								

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

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Compare what different providers were offering	782	166	548	74	92	26	90	50	381	304	77
	43%	54%	43%	56%	53%	48%	59%	51%	39%	40%	35%
		b					a				
Set up a new online account	651	110	444	45	65	19	57	34	334	259	76
	36%	36%	35%	34%	37%	35%	37%	35%	34%	34%	35%
Choose the date you wanted to start using the service	651	113	455	48	65	23	56	34	342	269	74
	36%	37%	35%	36%	38%	42%	37%	34%	35%	35%	34%
Find out what you needed to do in order to switch	557	76	393	31	45	16	38	22	317	260	58
	31%	25%	31%	23%	26%	29%	25%	22%	32%	34%	26%
			a							c	
Try to negotiate a better deal with your previous provider	535	94	356	32	62	20	39	36	261	202	60
	30%	31%	28%	24%	36%	36%	25%	36%	27%	27%	27%
					a	b		b			
Contact the provider you were using at the time	524	83	362	27	57	17	34	32	278	226	52
	29%	27%	28%	20%	33%	32%	22%	32%	29%	30%	24%
					a	b		b			
Experience your previous provider trying to persuade you to stay	493	69	302	22	47	15	28	26	233	188	45
	27%	23%	24%	16%	27%	28%	18%	26%	24%	25%	21%
					a	b		b			
Experience any other devices or products you own not working with the new service	471	24	283	7	17	4	8	12	259	205	54
	26%	8%	22%	5%	10%	7%	5%	12%	27%	27%	25%
			a		a			b			

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

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Leave your contract early/ before the end of your minimum contract period	454 25%	58 19%	298 23% a	19 15%	38 22% a	9 16%	23 15%	26 26% ab	241 25%	192 25%	49 22%
Receive any unexpected bills or charges from your previous provider	439 24%	60 20%	306 24% a	21 16%	39 23% a	9 17%	27 18%	23 24%	246 25%	190 25%	56 26%
Have to return equipment to your previous provider	316 17%	127 41% b	127 10%	56 42%	70 41%	29 54% bc	64 42%	34 34%	- -%	- -%	- -%
Install any new equipment yourself/ within your household (e.g. router, set top box)	309 17%	109 35% b	109 8%	65 49% b	44 25%	12 22%	72 47% ac	25 25%	- -%	- -%	- -%
Have an engineer visit by the new provider to install equipment or set up services	297 16%	106 35% b	106 8%	28 21%	78 45% a	28 52% bc	40 26%	38 39% b	- -%	- -%	- -%
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	286 16%	* *%	286 22% a	- -%	* *%	- -%	* *%	- -%	285 29%	227 30%	58 27%

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	246 14%	69 23% b	69 5%	22 17%	47 27% a	13 24%	26 17%	31 31% b	- -%	- -%	- -%
Pay up-front costs for your new mobile handset	218 12%	1 *% b	214 17% a	- -%	1 *%	- -%	- -%	1 1%	214 22%	167 22%	46 21%
Find out you had to pay any disconnection charges to your previous provider	200 11%	32 10% b	32 2%	13 9%	19 11%	3 5%	15 10%	15 15% a	- -%	- -%	- -%
Find out you had to pay a charge for not returning equipment to your previous provider	173 10%	39 13% b	39 3%	10 7%	30 17% a	5 9%	14 9%	21 21% ab	- -%	- -%	- -%
Unlock your handset to take it with you	167 9%	1 *% b	167 13% a	1 1%	- -%	- -%	1 1%	- -%	167 17%	129 17%	37 17%
Lose any content (programmes, apps, photos, data) you had stored from your previous service	34 2%	34 11% b	34 3%	2 1%	32 18% a	9 16% b	- -%	25 25% b	- -%	- -%	- -%

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	24 1%	24 8% b	24 2%	2 1%	22 13% a	6 11% b	- -%	18 18% b	- -%	- -%	- -%
None of these	36 2%	2 1%	34 3% a	1 1%	1 1%	* 1%	2 1%	- -%	32 3%	23 3%	9 4%
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1090 60%	175 57%	751 59%	59 44%	116 67% a	35 64% b	71 47%	69 69% b	576 59%	459 61%	117 54%
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	856 47%	140 46%	586 46%	46 34%	94 54% a	28 51% b	56 36%	57 57% b	446 46%	352 46%	94 43%
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	863 48%	127 41%	572 45%	42 31%	85 49% a	26 47% b	51 34%	50 50% b	445 46% c	361 48% c	84 39%
Can't remember	35 2%	7 2%	25 2%	5 4% b	2 1%	2 3%	4 3%	1 1%	18 2%	12 2%	6 3%

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Compare what different providers were offering	782	86	97	197	156	42	22	50	185	**	**	**	**	**	**	**
	43%	30%	53%	39%	39%	39%	27%	40%	46%	**	**	**	**	**	**	**
			acdef	af	af											
Set up a new online account	651	81	80	173	132	41	22	49	158	**	**	**	**	**	**	**
	36%	29%	43%	34%	33%	39%	28%	39%	39%	**	**	**	**	**	**	**
			adf			a										
Choose the date you wanted to start using the service	651	98	53	191	151	40	23	49	147	**	**	**	**	**	**	**
	36%	34%	29%	38%	38%	37%	29%	39%	36%	**	**	**	**	**	**	**
Find out what you needed to do in order to switch	557	84	77	157	127	30	18	26	138	**	**	**	**	**	**	**
	31%	29%	42%	31%	32%	27%	23%	21%	34%	**	**	**	**	**	**	**
			acdef					a								
Try to negotiate a better deal with your previous provider	535	83	41	138	108	31	20	41	138	**	**	**	**	**	**	**
	30%	29%	22%	27%	27%	29%	26%	33%	34%	**	**	**	**	**	**	**
Contact the provider you were using at the time	524	77	55	147	112	35	16	40	122	**	**	**	**	**	**	**
	29%	27%	30%	29%	28%	32%	20%	32%	30%	**	**	**	**	**	**	**
						f										
Experience your previous provider trying to persuade you to stay	493	78	29	126	102	24	18	25	167	**	**	**	**	**	**	**
	27%	27%	16%	25%	26%	22%	22%	20%	41%	**	**	**	**	**	**	**
		b		b	b				a							
Experience any other devices or products you own not working with the new service	471	96	15	148	120	28	23	22	166	**	**	**	**	**	**	**
	26%	34%	8%	29%	30%	26%	29%	17%	41%	**	**	**	**	**	**	**
		b		b	b	b	b		a							

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Leave your contract early/ before the end of your minimum contract period	454	88	23	130	102	28	15	16	140	**	**	**	**	**	**	**
	25%	31%	12%	26%	26%	26%	18%	13%	34%	**	**	**	**	**	**	**
		bf		b	b	b		a								
Receive any unexpected bills or charges from your previous provider	439	107	18	121	96	25	25	27	106	**	**	**	**	**	**	**
	24%	38%	10%	24%	24%	23%	31%	21%	26%	**	**	**	**	**	**	**
		bcde		b	b	b	b									
Have to return equipment to your previous provider	316	-	-	-	-	-	-	35	154	**	**	**	**	**	**	**
	17%	-%	-%	-%	-%	-%	-%	28%	38%	**	**	**	**	**	**	**
Install any new equipment yourself/ within your household (e.g. router, set top box)	309	-	-	-	-	-	-	45	155	**	**	**	**	**	**	**
	17%	-%	-%	-%	-%	-%	-%	36%	38%	**	**	**	**	**	**	**
Have an engineer visit by the new provider to install equipment or set up services	297	-	-	-	-	-	-	43	148	**	**	**	**	**	**	**
	16%	-%	-%	-%	-%	-%	-%	35%	37%	**	**	**	**	**	**	**
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	286	102	15	168	135	33	21	-	-	**	**	**	**	**	**	**
	16%	36%	8%	33%	34%	31%	27%	-%	-%	**	**	**	**	**	**	**
		b		b	b	b	b									
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	246	-	-	-	-	-	-	22	154	**	**	**	**	**	**	**
	14%	-%	-%	-%	-%	-%	-%	18%	38%	**	**	**	**	**	**	**
								a								

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Pay up-front costs for your new mobile handset	218	63	14	136	111	25	15	-	4	**	**	**	**	**	**	**
	12%	22%	8%	27%	28%	23%	18%	-%	1%	**	**	**	**	**	**	**
		b		b	b	b	b									
Find out you had to pay any disconnection charges to your previous provider	200	-	-	-	-	-	-	24	144	**	**	**	**	**	**	**
	11%	-%	-%	-%	-%	-%	-%	19%	36%	**	**	**	**	**	**	**
								a								
Find out you had to pay a charge for not returning equipment to your previous provider	173	-	-	-	-	-	-	14	120	**	**	**	**	**	**	**
	10%	-%	-%	-%	-%	-%	-%	11%	30%	**	**	**	**	**	**	**
								a								
Unlock your handset to take it with you	167	55	32	80	60	21	13	-	-	**	**	**	**	**	**	**
	9%	19%	17%	16%	15%	19%	16%	-%	-%	**	**	**	**	**	**	**
Lose any content (programmes, apps, photos, data) you had stored from your previous service	34	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	2%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	24	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	1%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
None of these	36	8	4	20	17	3	5	2	-	**	**	**	**	**	**	**
	2%	3%	2%	4%	4%	3%	6%	2%	-%	**	**	**	**	**	**	**

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1090	178	84	314	248	66	42	72	267	**	**	**	**	**	**	**
	60%	63%	45%	62%	62%	61%	53%	58%	66%	**	**	**	**	**	**	**
		b		b	b	b										
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	856	134	75	238	185	52	32	64	207	**	**	**	**	**	**	**
	47%	47%	40%	47%	46%	49%	40%	51%	51%	**	**	**	**	**	**	**
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	863	133	71	241	191	51	29	55	235	**	**	**	**	**	**	**
	48%	47%	39%	48%	48%	47%	37%	44%	58%	**	**	**	**	**	**	**
				f					a							
Can't remember	35	7	5	6	4	2	3	2	8	**	**	**	**	**	**	**
	2%	3%	3%	1%	1%	2%	4%	2%	2%	**	**	**	**	**	**	**

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Compare what different providers were offering	782	**	**	**	**	**	**	373	404	613	130	40
	43%	**	**	**	**	**	**	43%	43%	44%	42%	41%
Set up a new online account	651	**	**	**	**	**	**	304	342	486	128	37
	36%	**	**	**	**	**	**	35%	37%	35%	41%	38%
											a	
Choose the date you wanted to start using the service	651	**	**	**	**	**	**	303	343	506	107	37
	36%	**	**	**	**	**	**	35%	37%	36%	34%	38%
Find out what you needed to do in order to switch	557	**	**	**	**	**	**	265	286	434	95	28
	31%	**	**	**	**	**	**	31%	31%	31%	30%	29%
Try to negotiate a better deal with your previous provider	535	**	**	**	**	**	**	250	281	445	78	11
	30%	**	**	**	**	**	**	29%	30%	32%	25%	11%
										bc	c	
Contact the provider you were using at the time	524	**	**	**	**	**	**	254	269	419	76	29
	29%	**	**	**	**	**	**	29%	29%	30%	24%	31%
										b		
Experience your previous provider trying to persuade you to stay	493	**	**	**	**	**	**	245	242	403	76	15
	27%	**	**	**	**	**	**	28%	26%	29%	24%	16%
										c		
Experience any other devices or products you own not working with the new service	471	**	**	**	**	**	**	243	226	427	40	2
	26%	**	**	**	**	**	**	28%	24%	31%	13%	2%
										bc	c	

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Leave your contract early/ before the end of your minimum contract period	454	**	**	**	**	**	**	241	206	409	37	8
	25%	**	**	**	**	**	**	28% b	22%	29% bc	12%	8%
Receive any unexpected bills or charges from your previous provider	439	**	**	**	**	**	**	269	168	367	63	9
	24%	**	**	**	**	**	**	31% b	18%	26% bc	20% c	9%
Have to return equipment to your previous provider	316	**	**	**	**	**	**	138	174	237	60	19
	17%	**	**	**	**	**	**	16%	19%	17%	19%	20%
Install any new equipment yourself/ within your household (e.g. router, set top box)	309	**	**	**	**	**	**	145	158	238	58	12
	17%	**	**	**	**	**	**	17%	17%	17%	19%	13%
Have an engineer visit by the new provider to install equipment or set up services	297	**	**	**	**	**	**	119	178	232	46	20
	16%	**	**	**	**	**	**	14%	19% a	17%	15%	21%
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	286	**	**	**	**	**	**	145	137	268	18	-
	16%	**	**	**	**	**	**	17%	15%	19% bc	6% c	-%

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

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	246 14%	** **	** **	** **	** **	** **	** **	120 14%	120 13%	204 15% c	34 11%	7 8%
Pay up-front costs for your new mobile handset	218 12%	** **	** **	** **	** **	** **	** **	111 13%	106 11%	188 13% bc	25 8%	5 5%
Find out you had to pay any disconnection charges to your previous provider	200 11%	** **	** **	** **	** **	** **	** **	117 14% b	81 9%	175 12% bc	18 6%	6 6%
Find out you had to pay a charge for not returning equipment to your previous provider	173 10%	** **	** **	** **	** **	** **	** **	100 12% b	69 7%	163 12% bc	8 3%	2 2%
Unlock your handset to take it with you	167 9%	** **	** **	** **	** **	** **	** **	89 10%	78 8%	140 10%	22 7%	5 5%
Lose any content (programmes, apps, photos, data) you had stored from your previous service	34 2%	** **	** **	** **	** **	** **	** **	19 2%	14 2%	25 2%	6 2%	2 3%

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	24	**	**	**	**	**	**	12	13	22	3	-
	1%	**	**	**	**	**	**	1%	1%	2%	1%	-%
None of these	36	**	**	**	**	**	**	23	14	18	14	4
	2%	**	**	**	**	**	**	3%	1%	1%	5% a	4% a
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1090	**	**	**	**	**	**	527	552	894	155	40
	60%	**	**	**	**	**	**	61%	59%	64% bc	49%	42%
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	856	**	**	**	**	**	**	409	442	703	119	33
	47%	**	**	**	**	**	**	47%	47%	50% bc	38%	34%
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	863	**	**	**	**	**	**	422	434	694	132	37
	48%	**	**	**	**	**	**	49%	47%	50% bc	42%	38%
Can't remember	35	**	**	**	**	**	**	12	20	23	7	3
	2%	**	**	**	**	**	**	1%	2%	2%	2%	3%

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Compare what different providers were offering	782	355	192	100	135	546	235	668	55	**	**	700	83	325	378
	43%	46%	45%	37%	41%	45%	39%	43%	38%	**	**	43%	48%	40%	49%
		cf	c			cf									a
Set up a new online account	651	287	149	103	111	436	214	543	47	**	**	574	77	256	334
	36%	37%	35%	38%	34%	36%	36%	35%	32%	**	**	35%	45%	32%	43%
													a		a
Choose the date you wanted to start using the service	651	273	158	106	107	431	213	556	49	**	**	593	57	289	285
	36%	35%	37%	40%	32%	36%	36%	36%	34%	**	**	36%	33%	36%	37%
Find out what you needed to do in order to switch	557	256	137	88	76	393	164	477	42	**	**	507	50	241	268
	31%	33%	32%	33%	23%	33%	27%	31%	29%	**	**	31%	29%	30%	34%
		df	d	d		df									
Try to negotiate a better deal with your previous provider	535	258	117	86	73	375	159	464	33	**	**	477	57	260	223
	30%	33%	28%	32%	22%	31%	27%	30%	22%	**	**	29%	33%	32%	29%
		df		d		df									
Contact the provider you were using at the time	524	255	124	82	61	379	143	447	34	**	**	475	49	235	238
	29%	33%	29%	30%	19%	31%	24%	29%	23%	**	**	29%	29%	29%	31%
		df	d	df		df									
Experience your previous provider trying to persuade you to stay	493	254	94	75	63	348	138	420	45	**	**	454	39	255	183
	27%	33%	22%	28%	19%	29%	23%	27%	31%	**	**	28%	23%	32%	24%
		bdf		d		bdf								b	

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Experience any other devices or products you own not working with the new service	471 26%	260 33% bcdf	97 23% d	64 24% d	50 15%	357 30% bdf	114 19%	397 26%	39 27%	** **	** **	447 27% b	24 14%	270 34% b	145 19%
Leave your contract early/ before the end of your minimum contract period	454 25%	228 29% bdf	99 23%	65 24%	62 19%	326 27% df	127 21%	381 25%	39 27%	** **	** **	424 26% b	29 17%	249 31% b	155 20%
Receive any unexpected bills or charges from your previous provider	439 24%	226 29% bcdf	91 21%	51 19%	69 21%	318 26% bcdf	120 20%	375 24%	33 23%	** **	** **	412 25% b	26 15%	222 28% b	144 18%
Have to return equipment to your previous provider	316 17%	126 16%	66 15%	59 22% abe	59 18%	192 16%	119 20% e	254 16%	31 21%	** **	** **	293 18%	23 14%	148 18%	139 18%
Install any new equipment yourself/ within your household (e.g. router, set top box)	309 17%	135 17%	70 17%	53 20%	50 15%	206 17%	103 17%	252 16%	33 23%	** **	** **	279 17%	30 17%	147 18%	131 17%
Have an engineer visit by the new provider to install equipment or set up services	297 16%	139 18%	65 15%	34 13%	58 18%	203 17%	92 15%	254 16%	24 17%	** **	** **	282 17% b	15 9%	112 14%	158 20% a

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	286 16%	153 20% bdf	51 12%	43 16%	37 11%	204 17% bdf	80 13%	250 16%	25 17%	** **	** **	255 16%	30 18%	169 21% b	87 11%
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	246 14%	126 16% bd	41 10%	43 16% b	36 11%	166 14% b	79 13%	200 13%	22 15%	** **	** **	224 14%	22 13%	137 17% b	94 12%
Pay up-front costs for your new mobile handset	218 12%	108 14% b	42 10%	34 12%	34 10%	150 12%	68 11%	193 12%	18 12%	** **	** **	198 12%	20 12%	117 14% b	74 10%
Find out you had to pay any disconnection charges to your previous provider	200 11%	104 13% df	42 10%	33 12% d	20 6%	146 12% df	53 9%	152 10%	21 14%	** **	** **	185 11%	14 8%	79 10%	94 12%
Find out you had to pay a charge for not returning equipment to your previous provider	173 10%	73 9%	30 7%	34 12% b	36 11%	103 9%	70 12% be	137 9%	18 12%	** **	** **	164 10% b	9 5%	95 12%	68 9%
Unlock your handset to take it with you	167 9%	98 13% bcdf	36 9% d	21 8% d	12 4%	135 11% df	33 5%	154 10% b	3 2%	** **	** **	150 9%	17 10%	95 12% b	60 8%

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

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Lose any content (programmes, apps, photos, data) you had stored from your previous service	34 2%	19 2%	6 1%	4 2%	4 1%	25 2%	9 1%	30 2%	2 2%	** **	** **	30 2%	3 2%	10 1%	21 3%
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	24 1%	17 2% df	4 1%	2 1%	1 *%	21 2% f	3 1%	20 1%	3 2%	** **	** **	23 1%	1 1%	8 1%	12 2%
None of these	36 2%	9 1%	5 1%	4 2%	18 5% abce	14 1%	22 4% abe	30 2%	5 3%	** **	** **	31 2%	5 3%	10 1%	22 3% a
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1090 60%	530 68% bdf	239 56% d	168 62% df	145 44%	770 64% bdf	313 52% d	937 60% b	74 51%	** **	** **	991 60%	100 58%	526 65% b	440 57%
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	856 47%	419 54% bdf	188 44% d	132 49% df	115 35%	607 50% bdf	247 41% d	738 48%	58 40%	** **	** **	770 47%	86 50%	395 49%	375 48%

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

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	863	422	192	130	110	614	240	738	60	**	**	785	78	424	342
	48%	54%	45%	48%	33%	51%	40%	48%	41%	**	**	48%	45%	53%	44%
		bdf	d	df		bdf	d							b	
Can't remember	35	5	13	8	7	18	15	29	3	**	**	30	4	5	13
	2%	1%	3%	3%	2%	2%	3%	2%	2%	**	**	2%	3%	1%	2%
			ae	a	a		a								a

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

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

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
The date was much sooner than I wanted	189	13	106	5	8	1	6	6	93	74	19
	10%	4%	8%	4%	5%	2%	4%	6%	10%	10%	9%
			a								
The date was a little sooner than I wanted	320	35	202	8	27	4	10	20	167	134	33
	18%	11%	16%	6%	16%	8%	7%	21%	17%	18%	15%
			a		a			ab			
The date was just when I wanted	957	199	729	99	100	41	108	50	530	407	123
	53%	65%	57%	74%	58%	76%	70%	51%	54%	54%	56%
		b		b		c	c				
The date was a little later than I wanted	225	39	157	13	27	5	18	16	118	98	20
	12%	13%	12%	9%	16%	8%	12%	17%	12%	13%	9%
					a			a			
The date was much later than I wanted	59	9	36	4	5	2	5	3	27	22	4
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%
TOTAL SOONER	509	48	308	13	35	6	16	27	260	207	53
	28%	16%	24%	10%	20%	10%	10%	27%	27%	27%	24%
			a		a			ab			
TOTAL LATER	284	49	193	16	32	6	23	19	144	120	24
	16%	16%	15%	12%	19%	12%	15%	20%	15%	16%	11%
					a						
Don't know	62	11	53	5	6	1	7	3	42	24	18
	3%	4%	4%	4%	3%	3%	4%	3%	4%	3%	8%
											ab

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

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

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
The date was much sooner than I wanted	189	44	8	41	31	10	9	4	79	**	**	**	**	**	**	**
	10%	15%	4%	8%	8%	9%	11%	3%	20%	**	**	**	**	**	**	**
		bcd						a								
The date was a little sooner than I wanted	320	71	9	87	65	21	11	19	100	**	**	**	**	**	**	**
	18%	25%	5%	17%	16%	20%	14%	15%	25%	**	**	**	**	**	**	**
		bcd		b	b	b	b									
The date was just when I wanted	957	122	138	270	216	55	47	78	151	**	**	**	**	**	**	**
	53%	43%	74%	53%	54%	51%	59%	62%	37%	**	**	**	**	**	**	**
			acdef	a	a		a	b								
The date was a little later than I wanted	225	33	17	67	57	10	9	11	57	**	**	**	**	**	**	**
	12%	12%	9%	13%	14%	9%	11%	9%	14%	**	**	**	**	**	**	**
The date was much later than I wanted	59	5	4	18	15	3	1	8	15	**	**	**	**	**	**	**
	3%	2%	2%	4%	4%	2%	1%	7%	4%	**	**	**	**	**	**	**
TOTAL SOONER	509	115	17	127	96	31	19	23	179	**	**	**	**	**	**	**
	28%	40%	9%	25%	24%	29%	24%	18%	44%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
TOTAL LATER	284	38	21	85	72	13	9	20	72	**	**	**	**	**	**	**
	16%	13%	11%	17%	18%	12%	11%	16%	18%	**	**	**	**	**	**	**
Don't know	62	9	9	23	15	9	4	5	4	**	**	**	**	**	**	**
	3%	3%	5%	5%	4%	8%	5%	4%	1%	**	**	**	**	**	**	**
						ad										

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

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

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
The date was much sooner than I wanted	189	**	**	**	**	**	**	114	76	167	23	-
	10%	**	**	**	**	**	**	13%	8%	12%	7%	-%
								b		bc	c	
The date was a little sooner than I wanted	320	**	**	**	**	**	**	198	117	282	29	9
	18%	**	**	**	**	**	**	23%	13%	20%	9%	10%
								b		bc		
The date was just when I wanted	957	**	**	**	**	**	**	409	540	663	216	78
	53%	**	**	**	**	**	**	47%	58%	47%	69%	81%
									a		a	ab
The date was a little later than I wanted	225	**	**	**	**	**	**	102	121	201	19	5
	12%	**	**	**	**	**	**	12%	13%	14%	6%	5%
										bc		
The date was much later than I wanted	59	**	**	**	**	**	**	17	39	46	11	*
	3%	**	**	**	**	**	**	2%	4%	3%	4%	*%
									a			
TOTAL SOONER	509	**	**	**	**	**	**	312	193	448	52	9
	28%	**	**	**	**	**	**	36%	21%	32%	17%	10%
								b		bc		
TOTAL LATER	284	**	**	**	**	**	**	118	160	247	30	5
	16%	**	**	**	**	**	**	14%	17%	18%	10%	6%
										bc		
Don't know	62	**	**	**	**	**	**	23	36	42	15	4
	3%	**	**	**	**	**	**	3%	4%	3%	5%	4%

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

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

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
The date was much sooner than I wanted	189	120	13	30	27	133	57	155	20	**	**	177	12	110	59
	10%	15%	3%	11%	8%	11%	9%	10%	13%	**	**	11%	7%	14%	8%
		bdef		b	b	b	b							b	
The date was a little sooner than I wanted	320	163	66	50	41	229	91	273	23	**	**	303	17	172	112
	18%	21%	16%	19%	12%	19%	15%	18%	16%	**	**	18%	10%	21%	14%
		bdf		d		df						b		b	
The date was just when I wanted	957	360	265	138	188	625	325	833	67	**	**	848	109	374	486
	53%	46%	62%	51%	57%	52%	54%	54%	46%	**	**	52%	63%	46%	63%
			acef		a	a	a						a		a
The date was a little later than I wanted	225	101	61	28	34	162	62	187	22	**	**	202	23	105	78
	12%	13%	14%	11%	10%	13%	10%	12%	15%	**	**	12%	13%	13%	10%
The date was much later than I wanted	59	25	11	6	17	36	23	52	5	**	**	54	5	27	19
	3%	3%	3%	2%	5%	3%	4%	3%	4%	**	**	3%	3%	3%	2%
TOTAL SOONER	509	283	79	80	68	361	148	429	43	**	**	480	29	282	171
	28%	36%	18%	30%	20%	30%	25%	28%	29%	**	**	29%	17%	35%	22%
		bdef		bd		bdf	b					b		b	
TOTAL LATER	284	125	72	35	51	197	86	238	27	**	**	256	28	132	97
	16%	16%	17%	13%	15%	16%	14%	15%	19%	**	**	16%	16%	16%	12%
														b	
Don't know	62	10	10	16	24	20	40	48	8	**	**	54	7	17	23
	3%	1%	2%	6%	7%	2%	7%	3%	6%	**	**	3%	4%	2%	3%
				abe	abe		abe								

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

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	360	121	314	50	71	24	60	37	193	126	67
Effective Weighted Sample	212	104	238	48	61	23	58	35	169	121	64
Total	454	58	298	19	38	9	23	26	241	192	49
Yes	311	33	198	**	**	**	**	**	165	131	**
	69%	58%	66%	**	**	**	**	**	68%	68%	**
No	125	18	88	**	**	**	**	**	69	59	**
	27%	32%	29%	**	**	**	**	**	29%	30%	**
Don't know	18	6	13	**	**	**	**	**	7	3	**
	4%	10%	4%	**	**	**	**	**	3%	2%	**
		b									

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

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH									
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	360	66	21	106	68	38	20	12	34	-	-	-	-	-	-	-
Effective Weighted Sample	212	58	19	93	65	37	19	11	34	-	-	-	-	-	-	-
Total	454	88	23	130	102	28	15	16	140	-	-	-	-	-	-	-
Yes	311	**	**	87	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	67%	**	**	**	**	**	**	**	**	**	**	**	**
No	125	**	**	40	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	31%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	18	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	360	-	-	-	-	-	-	139	216	311	41	8
Effective Weighted Sample	212	-	-	-	-	-	-	94	125	186	24	3
Total	454	-	-	-	-	-	-	241	206	409	37	8
Yes	311	**	**	**	**	**	**	182	125	285	**	**
	69%	**	**	**	**	**	**	76%	61%	70%	**	**
								b				
No	125	**	**	**	**	**	**	49	73	109	**	**
	27%	**	**	**	**	**	**	21%	35%	27%	**	**
									a			
Don't know	18	**	**	**	**	**	**	9	9	15	**	**
	4%	**	**	**	**	**	**	4%	4%	4%	**	**

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

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	360	168	83	51	57	251	108	307	28	21	4	330	30	181	136
Effective Weighted Sample	212	106	47	28	30	153	58	180	19	11	3	195	17	115	71
Total	454	228	99	65	62	326	127	381	39	31	3	424	29	249	155
Yes	311	163	**	**	**	226	85	270	**	**	**	299	**	194	100
	69%	72%	**	**	**	69%	67%	71%	**	**	**	70%	**	78%	64%
														b	
No	125	59	**	**	**	89	35	96	**	**	**	109	**	44	53
	27%	26%	**	**	**	27%	28%	25%	**	**	**	26%	**	18%	34%
														a	
Don't know	18	5	**	**	**	11	6	15	**	**	**	16	**	10	2
	4%	2%	**	**	**	3%	5%	4%	**	**	**	4%	**	4%	2%

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

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Yes	311	33	198	12	22	5	12	16	165	131	34
	17%	11%	15%	9%	13%	9%	8%	17%	17%	17%	16%
			a					ab			
No	125	18	88	6	12	3	9	6	69	59	11
	7%	6%	7%	5%	7%	6%	6%	6%	7%	8%	5%
Don't know	18	6	13	1	5	1	2	3	7	3	4
	1%	2%	1%	1%	3%	2%	1%	3%	1%	*%	2%
DID NOT LEAVE CONTRACT EARLY	1358	249	984	114	135	46	130	73	735	566	169
	75%	81%	77%	85%	78%	84%	85%	74%	75%	75%	78%
		b		b		c	c				

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

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Yes	311	66	11	87	67	21	10	8	105	**	**	**	**	**	**	**
	17%	23%	6%	17%	17%	19%	12%	6%	26%	**	**	**	**	**	**	**
		bf		b	b	b		a								
No	125	19	10	40	34	5	4	6	31	**	**	**	**	**	**	**
	7%	7%	5%	8%	9%	5%	5%	5%	8%	**	**	**	**	**	**	**
Don't know	18	3	2	3	1	2	1	2	4	**	**	**	**	**	**	**
	1%	1%	1%	1%	*%	1%	1%	2%	1%	**	**	**	**	**	**	**
DID NOT LEAVE CONTRACT EARLY	1358	197	162	377	297	80	65	109	265	**	**	**	**	**	**	**
	75%	69%	88%	74%	74%	74%	82%	87%	66%	**	**	**	**	**	**	**
			acde				a	b								

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

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Yes	311	**	**	**	**	**	**	182	125	285	20	6
	17%	**	**	**	**	**	**	21%	13%	20%	6%	6%
								b		bc		
No	125	**	**	**	**	**	**	49	73	109	14	2
	7%	**	**	**	**	**	**	6%	8%	8%	5%	2%
										bc		
Don't know	18	**	**	**	**	**	**	9	9	15	3	-
	1%	**	**	**	**	**	**	1%	1%	1%	1%	-%
DID NOT LEAVE CONTRACT EARLY	1358	**	**	**	**	**	**	622	724	992	275	88
	75%	**	**	**	**	**	**	72%	78%	71%	88%	92%
									a		a	a

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

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Yes	311	163	63	44	41	226	85	270	21	**	**	299	12	194	100
	17%	21%	15%	16%	12%	19%	14%	17%	14%	**	**	18%	7%	24%	13%
		bdf				df						b		b	
No	125	59	30	20	15	89	35	96	15	**	**	109	15	44	53
	7%	8%	7%	7%	5%	7%	6%	6%	10%	**	**	7%	9%	5%	7%
Don't know	18	5	6	1	5	11	6	15	4	**	**	16	2	10	2
	1%	1%	1%	*%	2%	1%	1%	1%	3%	**	**	1%	1%	1%	*%
														b	
DID NOT LEAVE CONTRACT EARLY	1358	551	326	204	268	877	472	1168	106	**	**	1215	144	557	622
	75%	71%	77%	76%	81%	73%	79%	75%	73%	**	**	74%	83%	69%	80%
			a		ae		ae						a		a

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

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
EARLY TERMINATION CHARGE	311	33	198	12	22	5	12	16	165	131	34
	17%	11%	15%	9%	13%	9%	8%	17%	17%	17%	16%
			a					ab			
DISCONNECTION CHARGE	200	32	32	13	19	3	15	15	-	-	-
	11%	10%	2%	9%	11%	5%	10%	15%	-%	-%	-%
		b						a			
EQUIPMENT CHARGE	173	39	39	10	30	5	14	21	-	-	-
	10%	13%	3%	7%	17%	9%	9%	21%	-%	-%	-%
		b			a			ab			
ANY CHARGES FROM PREVIOUS PROVIDER	530	82	247	29	54	10	34	38	165	131	34
	29%	27%	19%	21%	31%	18%	22%	39%	17%	17%	16%
		b			a			ab			
NONE OF THESE	1282	224	1036	105	119	44	119	61	812	628	184
	71%	73%	81%	79%	69%	82%	78%	61%	83%	83%	84%
			a	b		c	c				

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

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
EARLY TERMINATION CHARGE	311	66	11	87	67	21	10	8	105	**	**	**	**	**	**	**
	17%	23%	6%	17%	17%	19%	12%	6%	26%	**	**	**	**	**	**	**
		bf		b	b	b		a								
DISCONNECTION CHARGE	200	-	-	-	-	-	-	24	144	**	**	**	**	**	**	**
	11%	-%	-%	-%	-%	-%	-%	19%	36%	**	**	**	**	**	**	**
								a								
EQUIPMENT CHARGE	173	-	-	-	-	-	-	14	120	**	**	**	**	**	**	**
	10%	-%	-%	-%	-%	-%	-%	11%	30%	**	**	**	**	**	**	**
								a								
ANY CHARGES FROM PREVIOUS PROVIDER	530	66	11	87	67	21	10	41	243	**	**	**	**	**	**	**
	29%	23%	6%	17%	17%	19%	12%	33%	60%	**	**	**	**	**	**	**
		bf		b	b	b		a								
NONE OF THESE	1282	219	174	419	332	87	70	84	163	**	**	**	**	**	**	**
	71%	77%	94%	83%	83%	81%	88%	67%	40%	**	**	**	**	**	**	**
			acde				a	b								

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

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
EARLY TERMINATION CHARGE	311	**	**	**	**	**	**	182	125	285	20	6
	17%	**	**	**	**	**	**	21%	13%	20%	6%	6%
								b		bc		
DISCONNECTION CHARGE	200	**	**	**	**	**	**	117	81	175	18	6
	11%	**	**	**	**	**	**	14%	9%	12%	6%	6%
								b		bc		
EQUIPMENT CHARGE	173	**	**	**	**	**	**	100	69	163	8	2
	10%	**	**	**	**	**	**	12%	7%	12%	3%	2%
								b		bc		
ANY CHARGES FROM PREVIOUS PROVIDER	530	**	**	**	**	**	**	292	229	476	44	9
	29%	**	**	**	**	**	**	34%	25%	34%	14%	9%
								b		bc		
NONE OF THESE	1282	**	**	**	**	**	**	570	701	925	268	88
	71%	**	**	**	**	**	**	66%	75%	66%	86%	91%
									a		a	a

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

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
EARLY TERMINATION CHARGE	311	163	63	44	41	226	85	270	21	**	**	299	12	194	100
	17%	21%	15%	16%	12%	19%	14%	17%	14%	**	**	18%	7%	24%	13%
		bdf				df						b		b	
DISCONNECTION CHARGE	200	104	42	33	20	146	53	152	21	**	**	185	14	79	94
	11%	13%	10%	12%	6%	12%	9%	10%	14%	**	**	11%	8%	10%	12%
		df		d		df									
EQUIPMENT CHARGE	173	73	30	34	36	103	70	137	18	**	**	164	9	95	68
	10%	9%	7%	12%	11%	9%	12%	9%	12%	**	**	10%	5%	12%	9%
				b			be					b			
ANY CHARGES FROM PREVIOUS PROVIDER	530	262	105	89	73	367	163	449	35	**	**	501	30	298	186
	29%	34%	25%	33%	22%	30%	27%	29%	24%	**	**	31%	17%	37%	24%
		bdf		bd		bd						b		b	
NONE OF THESE	1282	516	320	180	257	837	436	1099	111	**	**	1138	144	507	591
	71%	66%	75%	67%	78%	70%	73%	71%	76%	**	**	69%	83%	63%	76%
			ace		ace		a						a		a

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

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	a	~b	~c
Unweighted total	232	69	200	30	39	13	32	24	131	85	46
Effective Weighted Sample	137	60	154	29	34	12	31	22	115	82	44
Total	311	33	198	12	22	5	12	16	165	131	34
Before I had look at any alternatives/ contacted any other providers	125 40%	** **	66 34%	** **	** **	** **	** **	** **	61 37%	** **	** **
After I had looked at alternatives but before I had made a final decision	129 42%	** **	86 43%	** **	** **	** **	** **	** **	73 44%	** **	** **
After I had decided on an alternative provider, but before I had signed up	40 13%	** **	30 15%	** **	** **	** **	** **	** **	25 15%	** **	** **
After I had signed up with an alternative provider	13 4%	** **	12 6%	** **	** **	** **	** **	** **	4 2%	** **	** **
Don't know	3 1%	** **	3 2%	** **	** **	** **	** **	** **	2 1%	** **	** **

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

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	232	49	10	72	44	28	13	7	25	-	-	-	-	-	-	-
Effective Weighted Sample	137	44	9	63	42	27	12	7	25	-	-	-	-	-	-	-
Total	311	66	11	87	67	21	10	8	105	-	-	-	-	-	-	-
Before I had look at any alternatives/ contacted any other providers	125 40%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
After I had looked at alternatives but before I had made a final decision	129 42%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
After I had decided on an alternative provider, but before I had signed up	40 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
After I had signed up with an alternative provider	13 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

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

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	232	-	-	-	-	-	-	97	134	204	23	5
Effective Weighted Sample	137	-	-	-	-	-	-	66	83	123	17	2
Total	311	-	-	-	-	-	-	182	125	285	20	6
Before I had look at any alternatives/ contacted any other providers	125 40%	** **	** **	** **	** **	** **	** **	** **	47 37%	119 42%	** **	** **
After I had looked at alternatives but before I had made a final decision	129 42%	** **	** **	** **	** **	** **	** **	** **	43 35%	116 41%	** **	** **
After I had decided on an alternative provider, but before I had signed up	40 13%	** **	** **	** **	** **	** **	** **	** **	23 18%	37 13%	** **	** **
After I had signed up with an alternative provider	13 4%	** **	** **	** **	** **	** **	** **	** **	10 8%	10 4%	** **	** **
Don't know	3 1%	** **	** **	** **	** **	** **	** **	** **	2 1%	2 1%	** **	** **

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

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	~f	a	~b	~c	~d	a	~b	a	~b
Unweighted total	232	113	47	35	37	160	72	205	13	13	1	215	17	132	84
Effective Weighted Sample	137	73	26	19	20	99	39	122	8	7	1	129	12	88	41
Total	311	163	63	44	41	226	85	270	21	19	1	299	12	194	100
Before I had look at any alternatives/ contacted any other providers	125	79	**	**	**	98	**	106	**	**	**	124	**	73	**
	40%	48%	**	**	**	43%	**	39%	**	**	**	41%	**	38%	**
After I had looked at alternatives but before I had made a final decision	129	59	**	**	**	97	**	116	**	**	**	122	**	79	**
	42%	36%	**	**	**	43%	**	43%	**	**	**	41%	**	41%	**
After I had decided on an alternative provider, but before I had signed up	40	20	**	**	**	24	**	33	**	**	**	39	**	33	**
	13%	13%	**	**	**	10%	**	12%	**	**	**	13%	**	17%	**
After I had signed up with an alternative provider	13	5	**	**	**	7	**	11	**	**	**	11	**	7	**
	4%	3%	**	**	**	3%	**	4%	**	**	**	4%	**	4%	**
Don't know	3	-	**	**	**	1	**	3	**	**	**	3	**	2	**
	1%	-%	**	**	**	*%	**	1%	**	**	**	1%	**	1%	**

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

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

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	120	68	68	32	36	7	39	22	-	-	-
Effective Weighted Sample	62	59	59	31	31	7	37	20	-	-	-
Total	200	32	32	13	19	3	15	15	-	-	-
Before I had looked at any alternatives/ contacted any other providers	56 28%	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	91 46%	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	35 17%	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	14 7%	**	**	**	**	**	**	**	**	**	**
Don't know	3 2%	**	**	**	**	**	**	**	**	**	**

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

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

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	120	-	-	-	-	-	-	17	35	-	-	-	-	-	-	-
Effective Weighted Sample	62	-	-	-	-	-	-	16	35	-	-	-	-	-	-	-
Total	200	-	-	-	-	-	-	24	144	-	-	-	-	-	-	-
Before I had looked at any alternatives/ contacted any other providers	56 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
After I had looked at alternatives but before I had made a final decision	91 46%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
After I had decided on an alternative provider, but before I had signed up	35 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
After I had signed up with an alternative provider	14 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know	3 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

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

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

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	120	-	-	-	-	-	-	47	72	98	17	4
Effective Weighted Sample	62	-	-	-	-	-	-	32	30	53	7	2
Total	200	-	-	-	-	-	-	117	81	175	18	6
Before I had looked at any alternatives/ contacted any other providers	56 28%	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	91 46%	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	35 17%	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	14 7%	**	**	**	**	**	**	**	**	**	**	**
Don't know	3 2%	**	**	**	**	**	**	**	**	**	**	**

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

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

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	120	59	27	20	13	86	33	96	11	12	1	106	14	42	57
Effective Weighted Sample	62	32	14	9	6	46	15	49	6	7	1	56	6	23	28
Total	200	104	42	33	20	146	53	152	21	26	1	185	14	79	94
Before I had looked at any alternatives/ contacted any other providers	56 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	51 28%	** **	** **	** **
After I had looked at alternatives but before I had made a final decision	91 46%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	87 47%	** **	** **	** **
After I had decided on an alternative provider, but before I had signed up	35 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	31 17%	** **	** **	** **
After I had signed up with an alternative provider	14 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 7%	** **	** **	** **
Don't know	3 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	** **	** **

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

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

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	121	81	81	26	55	14	36	31	-	-	-
Effective Weighted Sample	55	70	70	25	48	13	35	29	-	-	-
Total	173	39	39	10	30	5	14	21	-	-	-
Before I had looked at any alternatives/ contacted any other providers	49	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	65	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	35	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	22	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

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

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

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	121	-	-	-	-	-	-	11	29	-	-	-	-	-	-	-
Effective Weighted Sample	55	-	-	-	-	-	-	10	29	-	-	-	-	-	-	-
Total	173	-	-	-	-	-	-	14	120	-	-	-	-	-	-	-
Before I had looked at any alternatives/ contacted any other providers	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	65	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	121	-	-	-	-	-	-	44	76	105	12	4
Effective Weighted Sample	55	-	-	-	-	-	-	28	30	50	8	4
Total	173	-	-	-	-	-	-	100	69	163	8	2
Before I had looked at any alternatives/ contacted any other providers	49	**	**	**	**	**	**	**	**	46	**	**
	29%	**	**	**	**	**	**	**	**	28%	**	**
After I had looked at alternatives but before I had made a final decision	65	**	**	**	**	**	**	**	**	62	**	**
	38%	**	**	**	**	**	**	**	**	38%	**	**
After I had decided on an alternative provider, but before I had signed up	35	**	**	**	**	**	**	**	**	35	**	**
	21%	**	**	**	**	**	**	**	**	22%	**	**
After I had signed up with an alternative provider	22	**	**	**	**	**	**	**	**	20	**	**
	13%	**	**	**	**	**	**	**	**	12%	**	**
Don't know	1	**	**	**	**	**	**	**	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	**

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

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

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	121	46	26	21	28	72	49	97	12	10	2	110	11	48	54
Effective Weighted Sample	55	23	10	10	13	33	23	44	6	5	2	52	4	27	23
Total	173	73	30	34	36	103	70	137	18	17	1	164	9	95	68
Before I had looked at any alternatives/ contacted any other providers	49	**	**	**	**	**	**	**	**	**	**	43	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	26%	**	**	**
After I had looked at alternatives but before I had made a final decision	65	**	**	**	**	**	**	**	**	**	**	64	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	39%	**	**	**
After I had decided on an alternative provider, but before I had signed up	35	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
After I had signed up with an alternative provider	22	**	**	**	**	**	**	**	**	**	**	20	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you were not paying for your old and new services at the same time (P)	412 23%	32 11%	250 20% a	8 6%	24 14% a	5 9%	10 7%	17 17% ab	218 22%	176 23%	42 19%
Arranging the switch so that you always had access to your services (P)	394 22%	25 8%	236 18% a	6 5%	19 11% a	4 8%	7 5%	14 14% b	211 22%	172 23%	40 18%
Cancelling your previous service (P)	379 21%	38 12%	231 18% a	9 6%	29 17% a	7 13%	13 8%	18 18% b	193 20%	147 19%	46 21%
Finding time to research the market	360 20%	23 8%	199 16% a	7 5%	16 9% a	3 5%	7 5%	13 13% ab	176 18%	136 18%	40 18%
Understanding the relevant steps required to switch provider	341 19%	25 8%	217 17% a	4 3%	21 12% a	2 3%	5 3%	18 18% ab	192 20%	144 19%	48 22%
Contacting your new provider	315 17%	23 7%	187 15% a	6 5%	17 10% a	3 5%	5 3%	15 15% ab	164 17%	130 17%	34 16%
Keeping/ transferring your phone number	204 11%	4 1%	155 12% a	4 3% b	* *% a	3 6% bc	1 1%	- -%	151 15% c	151 20% ac	- -%

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Resolving billing issues with your previous provider	182	25	136	9	16	4	14	7	111	87	24
	10%	8%	11%	7%	9%	7%	9%	7%	11%	11%	11%
Getting a better deal with your previous provider	168	32	113	8	24	6	11	14	81	64	17
	9%	10%	9%	6%	14%	12%	7%	14%	8%	8%	8%
					a			b			
Other devices or products you own not working with the new service	159	7	104	1	6	1	2	5	97	80	17
	9%	2%	8%	1%	3%	1%	1%	5%	10%	11%	8%
			a		a			b			
Paying the charge to exit your contract early	157	13	97	2	11	1	4	8	84	66	18
	9%	4%	8%	2%	6%	2%	3%	8%	9%	9%	8%
			a		a			ab			
Your previous provider trying to persuade you to stay	142	11	73	2	9	2	4	6	61	43	18
	8%	4%	6%	2%	5%	3%	3%	6%	6%	6%	8%
			a		a						
Contacting your previous provider	140	15	72	3	12	4	5	6	57	42	14
	8%	5%	6%	2%	7%	7%	3%	6%	6%	6%	6%
					a						
Getting the switch to happen on the date you wanted (P)	103	11	72	4	7	3	4	4	62	48	14
	6%	3%	6%	3%	4%	5%	3%	4%	6%	6%	6%
			a								

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Comparing what different providers are offering	101	8	44	3	5	2	1	5	36	28	8
	6%	3%	3%	2%	3%	3% b	1%	5% b	4%	4%	4%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	92	-	92	-	-	-	-	-	92	79	12
	5%	-%	7% a	-%	-%	-%	-%	-%	9% c	10% c	6%
Returning your previous provider's equipment	85	16	16	4	11	3	5	8	-	-	-
	5%	5% b	1%	3%	7% a	5%	3%	8% b	-%	-%	-%
Paying a disconnection charge to your previous provider	78	10	10	3	7	1	4	5	-	-	-
	4%	3% b	1%	2%	4%	2%	3%	5%	-%	-%	-%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	74	9	9	2	6	1	3	5	-	-	-
	4%	3% b	1%	2%	4%	3%	2%	5% b	-%	-%	-%
Setting up a new online account	72	8	50	1	7	1	1	6	42	34	8
	4%	3%	4%	1%	4% a	1%	1%	6% ab	4%	5%	4%
Having new equipment installed by the new provider	54	9	9	2	8	1	2	6	-	-	-
	3%	3% b	1%	1%	4% a	2%	2%	6% b	-%	-%	-%

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	9	9	2	7	1	3	6	-	-	-
	2%	3%	1%	2%	4%	1%	2%	6%	-%	-%	-%
		b			a			ab			
Unlocking your handset to take it with you	40	-	40	-	-	-	-	-	40	29	11
	2%	-%	3%	-%	-%	-%	-%	-%	4%	4%	5%
			a								
ANY PROCESS DIFFICULTIES (P)	763	64	466	15	49	11	21	33	402	316	85
	42%	21%	36%	11%	28%	20%	13%	33%	41%	42%	39%
			a		a			ab			
NONE OF THESE	812	184	646	98	85	35	106	43	462	362	100
	45%	60%	50%	74%	49%	65%	69%	43%	47%	48%	46%
		b		b		c	c				
Answered	1812	306	1282	133	173	54	153	99	976	758	218
Mean number of difficulties	2.3	1.2	1.9	.7	1.5	1.0	.7	1.9	2.1	2.2	1.9
			a		a			ab			
Standard deviation	2.87	1.99	2.52	1.59	2.19	2.00	1.50	2.43	2.62	2.71	2.27
Standard error	.07	.08	.07	.09	.12	.16	.08	.20	.09	.12	.13

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	412	93	15	111	88	23	17	14	148	**	**	**	**	**	**	**
	23%	32%	8%	22%	22%	21%	21%	11%	36%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Arranging the switch so that you always had access to your services (P)	394	101	13	97	79	19	16	20	139	**	**	**	**	**	**	**
	22%	35%	7%	19%	20%	17%	21%	16%	34%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Cancelling your previous service (P)	379	84	15	94	69	25	14	21	127	**	**	**	**	**	**	**
	21%	29%	8%	19%	17%	23%	18%	17%	31%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							
Finding time to research the market	360	78	9	89	67	22	16	7	153	**	**	**	**	**	**	**
	20%	27%	5%	18%	17%	21%	19%	6%	38%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							
Understanding the relevant steps required to switch provider	341	85	16	91	67	23	19	10	115	**	**	**	**	**	**	**
	19%	30%	9%	18%	17%	22%	24%	8%	28%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							
Contacting your new provider	315	73	11	80	65	15	16	15	114	**	**	**	**	**	**	**
	17%	26%	6%	16%	16%	14%	21%	12%	28%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Keeping/ transferring your phone number	204	69	10	72	72	-	-	-	49	**	**	**	**	**	**	**
	11%	24%	5%	14%	18%	-%	-%	-%	12%	**	**	**	**	**	**	**
		bcef	ef	bef	bef				a							

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	182	44	13	54	42	12	10	8	39	**	**	**	**	**	**	**
	10%	15%	7%	11%	10%	11%	12%	6%	10%	**	**	**	**	**	**	**
		b														
Getting a better deal with your previous provider	168	30	10	42	32	10	6	9	45	**	**	**	**	**	**	**
	9%	10%	5%	8%	8%	9%	8%	7%	11%	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	159	50	2	45	37	8	8	2	53	**	**	**	**	**	**	**
	9%	18%	1%	9%	9%	7%	10%	2%	13%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Paying the charge to exit your contract early	157	35	5	43	31	12	5	6	54	**	**	**	**	**	**	**
	9%	12%	3%	9%	8%	11%	6%	5%	13%	**	**	**	**	**	**	**
		b		b	b	b			a							
Your previous provider trying to persuade you to stay	142	22	5	35	23	11	6	9	61	**	**	**	**	**	**	**
	8%	8%	3%	7%	6%	10%	8%	7%	15%	**	**	**	**	**	**	**
		b				b										
Contacting your previous provider	140	27	4	26	17	9	5	7	62	**	**	**	**	**	**	**
	8%	9%	2%	5%	4%	8%	7%	5%	15%	**	**	**	**	**	**	**
		bcd				b			a							
Getting the switch to happen on the date you wanted (P)	103	26	4	32	25	7	6	3	28	**	**	**	**	**	**	**
	6%	9%	2%	6%	6%	7%	8%	2%	7%	**	**	**	**	**	**	**
		b		b			b									

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Comparing what different providers are offering	101	15	3	18	13	4	2	1	55	**	**	**	**	**	**	**
	6%	5%	2%	3%	3%	4%	3%	1%	14% a	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	92	38	2	51	44	7	5	-	-	**	**	**	**	**	**	**
	5%	14% bef	1%	10% b	11% b	7% b	6% b	-%	-%	**	**	**	**	**	**	**
Returning your previous provider's equipment	85	-	-	-	-	-	-	7	62	**	**	**	**	**	**	**
	5%	-%	-%	-%	-%	-%	-%	5%	15% a	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	78	-	-	-	-	-	-	3	65	**	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	2%	16% a	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	74	-	-	-	-	-	-	4	61	**	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	3%	15% a	**	**	**	**	**	**	**
Setting up a new online account	72	20	3	19	16	3	5	2	20	**	**	**	**	**	**	**
	4%	7% b	2%	4%	4%	3%	6% b	2%	5%	**	**	**	**	**	**	**
Having new equipment installed by the new provider	54	-	-	-	-	-	-	4	41	**	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	3%	10%	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	-	-	-	-	-	-	2	34	**	**	**	**	**	**	**
	2%	-%	-%	-%	-%	-%	-%	2%	8%	**	**	**	**	**	**	**
									a							
Unlocking your handset to take it with you	40	11	4	25	17	8	3	-	-	**	**	**	**	**	**	**
	2%	4%	2%	5%	4%	7%	3%	-%	-%	**	**	**	**	**	**	**
						b										
ANY PROCESS DIFFICULTIES (P)	763	172	30	199	155	44	33	40	257	**	**	**	**	**	**	**
	42%	61%	16%	39%	39%	41%	41%	32%	63%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
NONE OF THESE	812	84	139	239	196	44	38	67	99	**	**	**	**	**	**	**
	45%	29%	75%	47%	49%	40%	48%	54%	24%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Answered	1812	285	185	506	399	108	80	125	405	**	**	**	**	**	**	**
Mean number of difficulties	2.3	3.2	.8	2.0	2.0	2.0	2.0	1.2	3.8	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Standard deviation	2.87	2.88	1.73	2.50	2.55	2.29	2.41	1.57	3.60	**	**	**	**	**	**	**
Standard error	.07	.19	.14	.12	.16	.18	.23	.16	.36	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you were not paying for your old and new services at the same time (P)	412	**	**	**	**	**	**	239	168	371	31	10
	23%	**	**	**	**	**	**	28%	18%	26%	10%	10%
								b		bc		
Arranging the switch so that you always had access to your services (P)	394	**	**	**	**	**	**	224	161	356	36	2
	22%	**	**	**	**	**	**	26%	17%	25%	12%	2%
								b		bc	c	
Cancelling your previous service (P)	379	**	**	**	**	**	**	206	166	327	45	5
	21%	**	**	**	**	**	**	24%	18%	23%	14%	6%
								b		bc	c	
Finding time to research the market	360	**	**	**	**	**	**	212	138	316	32	9
	20%	**	**	**	**	**	**	25%	15%	23%	10%	9%
								b		bc		
Understanding the relevant steps required to switch provider	341	**	**	**	**	**	**	206	126	306	31	3
	19%	**	**	**	**	**	**	24%	14%	22%	10%	3%
								b		bc	c	
Contacting your new provider	315	**	**	**	**	**	**	178	135	284	26	4
	17%	**	**	**	**	**	**	21%	15%	20%	8%	4%
								b		bc		
Keeping/ transferring your phone number	204	**	**	**	**	**	**	112	92	185	18	1
	11%	**	**	**	**	**	**	13%	10%	13%	6%	1%
										bc	c	

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Resolving billing issues with your previous provider	182	**	**	**	**	**	**	116	66	162	17	3
	10%	**	**	**	**	**	**	13% b	7%	12% bc	5%	3%
Getting a better deal with your previous provider	168	**	**	**	**	**	**	89	78	142	22	3
	9%	**	**	**	**	**	**	10%	8%	10% c	7%	4%
Other devices or products you own not working with the new service	159	**	**	**	**	**	**	89	69	142	14	2
	9%	**	**	**	**	**	**	10% b	7%	10% bc	5%	2%
Paying the charge to exit your contract early	157	**	**	**	**	**	**	92	63	145	11	-
	9%	**	**	**	**	**	**	11% b	7%	10% bc	4% c	-%
Your previous provider trying to persuade you to stay	142	**	**	**	**	**	**	74	67	125	12	5
	8%	**	**	**	**	**	**	9% b	7%	9% b	4%	6%
Contacting your previous provider	140	**	**	**	**	**	**	84	55	122	11	7
	8%	**	**	**	**	**	**	10% b	6%	9% b	4%	7%
Getting the switch to happen on the date you wanted (P)	103	**	**	**	**	**	**	56	47	98	3	2
	6%	**	**	**	**	**	**	6% b	5%	7% bc	1%	2%

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Comparing what different providers are offering	101	**	**	**	**	**	**	70	30	96	3	2
	6%	**	**	**	**	**	**	8%	3%	7%	1%	2%
								b		bc		
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	92	**	**	**	**	**	**	55	35	89	3	-
	5%	**	**	**	**	**	**	6%	4%	6%	1%	-%
								b		bc		
Returning your previous provider's equipment	85	**	**	**	**	**	**	55	29	71	11	2
	5%	**	**	**	**	**	**	6%	3%	5%	4%	2%
								b				
Paying a disconnection charge to your previous provider	78	**	**	**	**	**	**	41	37	73	*	5
	4%	**	**	**	**	**	**	5%	4%	5%	*%	5%
										b		b
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	74	**	**	**	**	**	**	41	29	67	7	-
	4%	**	**	**	**	**	**	5%	3%	5%	2%	-%
										c		
Setting up a new online account	72	**	**	**	**	**	**	29	44	68	4	-
	4%	**	**	**	**	**	**	3%	5%	5%	1%	-%
										bc		
Having new equipment installed by the new provider	54	**	**	**	**	**	**	27	27	45	5	4
	3%	**	**	**	**	**	**	3%	3%	3%	2%	5%

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	**	**	**	**	**	**	30	14	42	3	-
	2%	**	**	**	**	**	**	4%	2%	3%	1%	-%
								b		b		
Unlocking your handset to take it with you	40	**	**	**	**	**	**	22	18	37	3	1
	2%	**	**	**	**	**	**	3%	2%	3%	1%	1%
ANY PROCESS DIFFICULTIES (P)	763	**	**	**	**	**	**	416	335	677	72	12
	42%	**	**	**	**	**	**	48%	36%	48%	23%	12%
								b		bc	c	
NONE OF THESE	812	**	**	**	**	**	**	335	473	533	204	75
	45%	**	**	**	**	**	**	39%	51%	38%	65%	78%
									a		a	ab
Answered	1812	**	**	**	**	**	**	863	930	1400	313	96
Mean number of difficulties	2.3	**	**	**	**	**	**	2.7	1.8	2.6	1.1	.7
								b		bc		
Standard deviation	2.87	**	**	**	**	**	**	3.02	2.67	2.99	1.98	1.85
Standard error	.07	**	**	**	**	**	**	.12	.08	.08	.11	.17

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you were not paying for your old and new services at the same time (P)	412 23%	201 26% bdf	83 20%	64 24%	61 18%	284 24% d	125 21%	352 23% b	20 14%	** **	** **	396 24% b	16 9%	249 31% b	119 15%
Arranging the switch so that you always had access to your services (P)	394 22%	217 28% bdf	70 16%	59 22% d	45 14%	287 24% bdf	105 17%	353 23% b	20 14%	** **	** **	375 23% b	19 11%	236 29% b	100 13%
Cancelling your previous service (P)	379 21%	205 26% bdf	64 15%	57 21% b	52 16%	269 22% bdf	109 18%	336 22% b	15 10%	** **	** **	358 22% b	20 12%	216 27% b	113 15%
Finding time to research the market	360 20%	189 24% bdf	62 15%	61 23% bd	48 15%	250 21% bd	109 18%	311 20%	27 18%	** **	** **	340 21% b	19 11%	201 25% b	104 13%
Understanding the relevant steps required to switch provider	341 19%	161 21%	75 18%	50 18%	53 16%	235 20%	103 17%	301 19%	27 19%	** **	** **	323 20% b	18 10%	209 26% b	85 11%
Contacting your new provider	315 17%	157 20% bf	61 14%	42 15%	53 16%	218 18%	95 16%	279 18%	20 13%	** **	** **	293 18%	22 13%	204 25% b	63 8%
Keeping/ transferring your phone number	204 11%	106 14% df	41 10%	26 10%	31 9%	148 12%	56 9%	181 12%	10 7%	** **	** **	196 12% b	8 5%	141 18% b	39 5%

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Resolving billing issues with your previous provider	182	102	33	23	23	136	46	166	1	**	**	172	10	98	57
	10%	13%	8%	9%	7%	11%	8%	11%	1%	**	**	10%	6%	12%	7%
		bdf				bdf		b				b		b	
Getting a better deal with your previous provider	168	83	41	27	16	124	44	153	3	**	**	155	13	92	68
	9%	11%	10%	10%	5%	10%	7%	10%	2%	**	**	9%	8%	11%	9%
		df	d	d		df		b							
Other devices or products you own not working with the new service	159	97	27	23	12	124	35	135	10	**	**	155	4	102	40
	9%	12%	6%	8%	4%	10%	6%	9%	7%	**	**	9%	2%	13%	5%
		bdf		d		bdf						b		b	
Paying the charge to exit your contract early	157	78	28	30	21	106	51	137	11	**	**	150	7	104	35
	9%	10%	7%	11%	6%	9%	8%	9%	7%	**	**	9%	4%	13%	5%
		d		bd								b		b	
Your previous provider trying to persuade you to stay	142	76	22	23	22	98	44	126	10	**	**	131	11	90	40
	8%	10%	5%	8%	7%	8%	7%	8%	7%	**	**	8%	7%	11%	5%
		b				b								b	
Contacting your previous provider	140	75	19	31	14	95	45	120	3	**	**	134	7	74	52
	8%	10%	5%	12%	4%	8%	8%	8%	2%	**	**	8%	4%	9%	7%
		bd		bd		bd	d	b				b			
Getting the switch to happen on the date you wanted (P)	103	52	23	15	14	75	29	98	2	**	**	102	1	64	29
	6%	7%	5%	6%	4%	6%	5%	6%	2%	**	**	6%	1%	8%	4%
								b				b		b	

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Comparing what different providers are offering	101 6%	49 6% b	15 4%	20 7% b	16 5%	64 5%	36 6%	85 6% b	1 1%	** **	** **	97 6% b	4 2%	76 9% b	21 3%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	92 5%	47 6%	16 4%	14 5%	13 4%	63 5%	27 5%	80 5%	7 4%	** **	** **	80 5%	11 7%	65 8% b	20 3%
Returning your previous provider's equipment	85 5%	45 6%	14 3%	14 5%	11 3%	59 5%	26 4%	64 4%	14 10% a	** **	** **	82 5% b	2 1%	47 6% b	25 3%
Paying a disconnection charge to your previous provider	78 4%	43 5% df	19 4%	8 3%	9 3%	61 5% f	17 3%	72 5% b	1 1%	** **	** **	70 4%	8 5%	39 5%	33 4%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	74 4%	35 5%	15 3%	5 2%	19 6% c	50 4%	24 4%	56 4%	9 6%	** **	** **	69 4%	5 3%	51 6% b	23 3%
Setting up a new online account	72 4%	52 7% bdf	7 2%	9 3%	5 1%	59 5% bdf	14 2%	59 4%	4 3%	** **	** **	68 4%	4 2%	45 6% b	23 3%
Having new equipment installed by the new provider	54 3%	35 5% bf	5 1%	5 2%	9 3%	41 3% b	14 2%	52 3%	1 *%	** **	** **	54 3% b	- -%	18 2%	30 4%

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	16	16	10	2	32	12	35	4	**	**	44	*	16	23
	2%	2%	4%	4%	1%	3%	2%	2%	3%	**	**	3%	*%	2%	3%
			d	d		d						b			
Unlocking your handset to take it with you	40	26	11	2	1	36	3	39	1	**	**	38	2	28	9
	2%	3%	3%	1%	*%	3%	1%	2%	1%	**	**	2%	1%	4%	1%
		cdf	df			cdf								b	
ANY PROCESS DIFFICULTIES (P)	763	388	148	125	99	536	224	668	42	**	**	727	36	434	226
	42%	50%	35%	46%	30%	45%	37%	43%	29%	**	**	44%	21%	54%	29%
		bdef		bdf		bdf	d	b				b		b	
NONE OF THESE	812	282	211	119	194	494	313	682	79	**	**	698	114	252	469
	45%	36%	50%	44%	59%	41%	52%	44%	54%	**	**	43%	66%	31%	60%
			ae	a	abce	a	ace		a				a		a
Answered	1812	778	425	269	330	1204	599	1549	146	**	**	1639	173	805	777
Mean number of difficulties	2.3	2.8	1.8	2.3	1.7	2.4	2.0	2.3	1.5	**	**	2.4	1.2	3.1	1.5
		bcdef		bd		bdf		b				b		b	
Standard deviation	2.87	3.17	2.51	2.68	2.49	2.99	2.60	2.92	2.18	**	**	2.90	2.26	3.05	2.60
Standard error	.07	.12	.12	.17	.13	.09	.11	.08	.19	**	**	.07	.17	.12	.09

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Understanding the relevant steps required to switch provider	558	77	383	25	52	14	30	33	306	236	69
	31%	25%	30%	18%	30%	25%	20%	33%	31%	31%	32%
			a		a			b			
Arranging the switch so that you always had access to your services (P)	556	79	386	22	56	10	28	41	307	242	65
	31%	26%	30%	17%	33%	19%	18%	41%	31%	32%	30%
			a		a			ab			
Cancelling your previous service (P)	540	81	347	21	61	13	29	39	265	199	67
	30%	27%	27%	15%	35%	25%	19%	40%	27%	26%	31%
					a			ab			
Arranging the switch so that you were not paying for your old and new services at the same time (P)	529	81	359	21	60	13	28	40	278	208	70
	29%	26%	28%	16%	35%	24%	18%	40%	28%	27%	32%
					a			ab			
Finding time to research the market	521	80	376	23	57	12	29	39	296	227	70
	29%	26%	29%	17%	33%	21%	19%	40%	30%	30%	32%
					a			ab			
Contacting your new provider	441	58	294	15	43	9	21	29	235	183	53
	24%	19%	23%	11%	25%	16%	14%	29%	24%	24%	24%
			a		a			ab			
Keeping/ transferring your phone number	257	6	216	4	2	1	5	-	209	209	-
	14%	2%	17%	3%	1%	2%	4%	-%	21%	28%	-%
			a				c		c	ac	

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Comparing what different providers are offering	238	40	161	12	28	6	15	18	121	100	21
	13%	13%	13%	9%	16%	12%	10%	19%	12%	13%	10%
					a			b			
Getting the switch to happen on the date you wanted (P)	209	24	132	7	17	4	9	11	108	86	21
	12%	8%	10%	5%	10%	8%	6%	12%	11%	11%	10%
					a			b			
Other devices or products you own not working with the new service	198	11	111	3	8	1	4	6	100	76	24
	11%	4%	9%	2%	5%	2%	3%	6%	10%	10%	11%
			a								
Your previous provider trying to persuade you to stay	184	32	122	9	22	6	12	14	90	77	14
	10%	10%	10%	7%	13%	11%	8%	14%	9%	10%	6%
					a			b			
Contacting your previous provider	178	31	128	6	25	6	10	16	97	77	21
	10%	10%	10%	4%	15%	10%	6%	16%	10%	10%	10%
					a			b			
Setting up a new online account	173	22	103	5	17	3	7	12	82	60	21
	10%	7%	8%	4%	10%	5%	4%	12%	8%	8%	10%
					a			ab			
Resolving billing issues with your previous provider	169	22	107	6	16	3	7	13	85	66	19
	9%	7%	8%	4%	10%	5%	5%	13%	9%	9%	9%
					a			ab			
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Paying the charge to exit your contract early	165	20	103	5	14	4	4	12	84	70	14
	9%	6%	8%	4%	8%	8%	2%	12%	9%	9%	6%
					a	b		b			
Getting a better deal with your previous provider	156	21	105	7	14	4	8	9	84	63	20
	9%	7%	8%	5%	8%	8%	5%	9%	9%	8%	9%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	*	114	-	*	-	*	-	113	86	27
	6%	*%	9%	-%	*%	-%	*%	-%	12%	11%	12%
			a								
Returning your previous provider's equipment	100	34	34	14	20	7	15	12	-	-	-
	6%	11%	3%	10%	12%	12%	10%	13%	-%	-%	-%
		b									
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	98	17	17	8	10	3	9	5	-	-	-
	5%	6%	1%	6%	6%	5%	6%	6%	-%	-%	-%
		b									
Having new equipment installed by the new provider	88	24	24	4	20	4	8	12	-	-	-
	5%	8%	2%	3%	12%	8%	5%	12%	-%	-%	-%
		b			a			b			

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	82 5%	25 8%	25 2%	4 3%	20 12%	2 4%	8 5%	15 15%	- -%	- -%	- -%
		b			a			ab			
Paying a disconnection charge to your previous provider	75 4%	10 3%	10 1%	2 2%	8 5%	1 2%	3 2%	7 7%	- -%	- -%	- -%
		b			a			ab			
Unlocking your handset to take it with you	54 3%	* *%	54 4%	* *%	- -%	- -%	* *%	- -%	54 6%	43 6%	11 5%
			a								
ANY PROCESS DIFFICULTIES (P)	1026 57%	145 47%	692 54%	43 32%	102 59%	22 40%	54 36%	69 70%	547 56%	424 56%	124 57%
			a		a			ab			
NONE OF THESE	531 29%	112 37%	409 32%	67 50%	46 26%	23 42%	71 46%	18 18%	297 30%	234 31%	63 29%
		b		b		c	c				
Answered	1812	306	1282	133	173	54	153	99	976	758	218
Mean number of difficulties	3.1	2.6	2.9	1.7	3.3	2.3	1.9	3.9	3.0	3.0	2.8
			a		a			ab			
Standard deviation	2.89	2.88	2.77	2.39	3.03	3.11	2.51	2.89	2.73	2.77	2.59
Standard error	.07	.11	.07	.13	.16	.26	.13	.24	.10	.12	.15

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	558	108	33	164	131	34	28	27	148	**	**	**	**	**	**	**
	31%	38%	18%	32%	33%	31%	35%	22%	36%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Arranging the switch so that you always had access to your services (P)	556	95	33	178	147	31	27	23	147	**	**	**	**	**	**	**
	31%	33%	18%	35%	37%	29%	34%	19%	36%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Cancelling your previous service (P)	540	98	18	150	118	32	29	43	150	**	**	**	**	**	**	**
	30%	34%	9%	30%	30%	30%	36%	34%	37%	**	**	**	**	**	**	**
		b		b	b	b	b									
Arranging the switch so that you were not paying for your old and new services at the same time (P)	529	97	26	154	115	39	24	36	135	**	**	**	**	**	**	**
	29%	34%	14%	30%	29%	36%	30%	29%	33%	**	**	**	**	**	**	**
		b		b	b	b	b									
Finding time to research the market	521	97	32	167	136	31	28	32	114	**	**	**	**	**	**	**
	29%	34%	17%	33%	34%	29%	35%	25%	28%	**	**	**	**	**	**	**
		b		b	b	b	b									
Contacting your new provider	441	81	11	144	115	28	20	23	125	**	**	**	**	**	**	**
	24%	29%	6%	28%	29%	26%	26%	18%	31%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Keeping/ transferring your phone number	257	66	19	124	124	-	-	-	41	**	**	**	**	**	**	**
	14%	23%	10%	25%	31%	-%	-%	-%	10%	**	**	**	**	**	**	**
		bef	ef	bef	abef				a							

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Comparing what different providers are offering	238	31	14	76	65	11	6	11	66	**	**	**	**	**	**	**
	13%	11%	7%	15% b	16% bf	10%	8%	9%	16%	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	209	36	8	63	50	13	7	11	66	**	**	**	**	**	**	**
	12%	13% b	5%	12% b	13% b	12% b	9%	9%	16%	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	198	30	5	65	51	15	9	13	74	**	**	**	**	**	**	**
	11%	10% b	3%	13% b	13% b	14% b	12% b	11%	18%	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	184	32	2	56	49	8	5	12	49	**	**	**	**	**	**	**
	10%	11% b	1%	11% b	12% b	7% b	6% b	10%	12%	**	**	**	**	**	**	**
Contacting your previous provider	178	29	8	61	46	15	5	16	33	**	**	**	**	**	**	**
	10%	10% b	4%	12% b	11% b	14% bf	6%	13%	8%	**	**	**	**	**	**	**
Setting up a new online account	173	22	7	52	41	12	7	8	62	**	**	**	**	**	**	**
	10%	8%	4%	10% b	10% b	11% b	9%	6%	15% a	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	169	46	1	38	30	7	10	16	46	**	**	**	**	**	**	**
	9%	16% bcde	1%	7% b	8% b	7% b	13% b	13%	11%	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Paying the charge to exit your contract early	165	26	6	51	43	8	5	7	55	**	**	**	**	**	**	**
	9%	9%	3%	10%	11%	8%	6%	5%	14%	**	**	**	**	**	**	**
		b		b	b											
Getting a better deal with your previous provider	156	25	8	50	39	12	7	11	41	**	**	**	**	**	**	**
	9%	9%	5%	10%	10%	11%	9%	9%	10%	**	**	**	**	**	**	**
				b		b										
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	45	5	63	46	17	9	-	-	**	**	**	**	**	**	**
	6%	16%	3%	13%	12%	16%	11%	-%	-%	**	**	**	**	**	**	**
		b		b	b	b	b									
Returning your previous provider's equipment	100	-	-	-	-	-	-	10	56	**	**	**	**	**	**	**
	6%	-%	-%	-%	-%	-%	-%	8%	14%	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	98	-	-	-	-	-	-	10	70	**	**	**	**	**	**	**
	5%	-%	-%	-%	-%	-%	-%	8%	17%	**	**	**	**	**	**	**
								a								
Having new equipment installed by the new provider	88	-	-	-	-	-	-	8	56	**	**	**	**	**	**	**
	5%	-%	-%	-%	-%	-%	-%	6%	14%	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	82 5%	- -%	- -%	- -%	- -%	- -%	- -%	8 7%	49 12%	** **	** **	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	75 4%	- -%	- -%	- -%	- -%	- -%	- -%	10 8%	54 13%	** **	** **	** **	** **	** **	** **	** **
Unlocking your handset to take it with you	54 3%	23 8%	7 4%	24 5%	18 5%	6 5%	4 5%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **
ANY PROCESS DIFFICULTIES (P)	1026 57%	198 69%	51 28%	298 59%	235 59%	63 58%	47 58%	65 52%	268 66%	** **	** **	** **	** **	** **	** **	** **
		bcdef		b	b	b	b		a							
NONE OF THESE	531 29%	57 20%	107 58%	134 26%	103 26%	30 28%	21 26%	38 30%	84 21%	** **	** **	** **	** **	** **	** **	** **
			acdef													
Answered	1812	285	185	506	399	108	80	125	405	**	**	**	**	**	**	**
Mean number of difficulties	3.1	3.5	1.3	3.3	3.4	3.0	2.9	2.7	4.0	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Standard deviation	2.89	2.51	1.98	2.85	2.91	2.59	2.71	2.48	3.19	**	**	**	**	**	**	**
Standard error	.07	.16	.16	.14	.18	.21	.26	.25	.32	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Understanding the relevant steps required to switch provider	558	**	**	**	**	**	**	279	273	483	63	11
	31%	**	**	**	**	**	**	32%	29%	34% bc	20% c	11%
Arranging the switch so that you always had access to your services (P)	556	**	**	**	**	**	**	274	276	475	70	10
	31%	**	**	**	**	**	**	32%	30%	34% bc	22% c	10%
Cancelling your previous service (P)	540	**	**	**	**	**	**	266	265	473	58	7
	30%	**	**	**	**	**	**	31%	28%	34% bc	19% c	7%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	529	**	**	**	**	**	**	258	263	459	66	2
	29%	**	**	**	**	**	**	30%	28%	33% bc	21% c	2%
Finding time to research the market	521	**	**	**	**	**	**	261	254	466	51	4
	29%	**	**	**	**	**	**	30%	27%	33% bc	16% c	5%
Contacting your new provider	441	**	**	**	**	**	**	259	177	382	51	8
	24%	**	**	**	**	**	**	30% b	19%	27% bc	16% c	9%
Keeping/ transferring your phone number	257	**	**	**	**	**	**	131	124	227	26	4
	14%	**	**	**	**	**	**	15%	13%	16% bc	8%	4%

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Comparing what different providers are offering	238	**	**	**	**	**	**	125	109	206	28	4
	13%	**	**	**	**	**	**	14%	12%	15% bc	9%	4%
Getting the switch to happen on the date you wanted (P)	209	**	**	**	**	**	**	105	102	180	26	2
	12%	**	**	**	**	**	**	12%	11%	13% bc	8% c	2%
Other devices or products you own not working with the new service	198	**	**	**	**	**	**	108	89	185	14	-
	11%	**	**	**	**	**	**	13%	10%	13% bc	4% c	-%
Your previous provider trying to persuade you to stay	184	**	**	**	**	**	**	93	89	159	23	1
	10%	**	**	**	**	**	**	11%	10%	11% bc	7% c	1%
Contacting your previous provider	178	**	**	**	**	**	**	85	92	156	21	1
	10%	**	**	**	**	**	**	10%	10%	11% bc	7% c	1%
Setting up a new online account	173	**	**	**	**	**	**	95	73	149	24	-
	10%	**	**	**	**	**	**	11% b	8%	11% c	8% c	-%
Resolving billing issues with your previous provider	169	**	**	**	**	**	**	104	63	144	21	4
	9%	**	**	**	**	**	**	12% b	7%	10% c	7%	5%

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Paying the charge to exit your contract early	165	**	**	**	**	**	**	101	59	153	8	4
9%		**	**	**	**	**	**	12% b	6%	11% bc	3%	5%
Getting a better deal with your previous provider	156	**	**	**	**	**	**	70	85	139	17	*
9%		**	**	**	**	**	**	8% bc	9% c	10% bc	5% c	*%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	**	**	**	**	**	**	63	50	105	9	-
6%		**	**	**	**	**	**	7% bc	5%	7% bc	3%	-%
Returning your previous provider's equipment	100	**	**	**	**	**	**	41	55	84	15	2
6%		**	**	**	**	**	**	5% bc	6%	6% bc	5%	2%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	98	**	**	**	**	**	**	56	40	78	20	*
5%		**	**	**	**	**	**	7% c	4% c	6% c	6% c	*%
Having new equipment installed by the new provider	88	**	**	**	**	**	**	39	49	82	6	*
5%		**	**	**	**	**	**	5% bc	5% bc	6% bc	2% bc	*%

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	82	**	**	**	**	**	**	36	44	75	5	*
	5%	**	**	**	**	**	**	4%	5%	5%	2%	*%
										bc		
Paying a disconnection charge to your previous provider	75	**	**	**	**	**	**	49	25	72	1	-
	4%	**	**	**	**	**	**	6%	3%	5%	*%	-%
								b		bc		
Unlocking your handset to take it with you	54	**	**	**	**	**	**	26	28	48	7	-
	3%	**	**	**	**	**	**	3%	3%	3%	2%	-%
										c		
ANY PROCESS DIFFICULTIES (P)	1026	**	**	**	**	**	**	506	503	880	127	17
	57%	**	**	**	**	**	**	59%	54%	63%	41%	17%
										bc	c	
NONE OF THESE	531	**	**	**	**	**	**	250	279	311	149	70
	29%	**	**	**	**	**	**	29%	30%	22%	48%	73%
											a	ab
Answered	1812	**	**	**	**	**	**	863	930	1400	313	96
Mean number of difficulties	3.1	**	**	**	**	**	**	3.4	2.9	3.6	2.0	.7
								b		bc	c	
Standard deviation	2.89	**	**	**	**	**	**	3.01	2.77	2.90	2.53	1.40
Standard error	.07	**	**	**	**	**	**	.12	.08	.08	.14	.13

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Understanding the relevant steps required to switch provider	558	280	111	90	76	391	166	489	33	**	**	518	40	252	226
	31%	36%	26%	34%	23%	32%	28%	32%	22%	**	**	32%	23%	31%	29%
		bdf		bd		bdf		b				b			
Arranging the switch so that you always had access to your services (P)	556	262	122	78	92	383	170	463	56	**	**	518	39	260	212
	31%	34%	29%	29%	28%	32%	28%	30%	39%	**	**	32%	22%	32%	27%
		f						a				b		b	
Cancelling your previous service (P)	540	252	131	79	75	383	154	466	43	**	**	509	31	258	197
	30%	32%	31%	29%	23%	32%	26%	30%	29%	**	**	31%	18%	32%	25%
		df	d			df						b		b	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	529	266	117	78	63	383	141	452	54	**	**	491	39	240	194
	29%	34%	27%	29%	19%	32%	24%	29%	37%	**	**	30%	22%	30%	25%
		bdf	d	d		df						b		b	
Finding time to research the market	521	267	111	71	70	378	141	456	35	**	**	489	33	259	184
	29%	34%	26%	26%	21%	31%	24%	29%	24%	**	**	30%	19%	32%	24%
		bcd				bdf						b		b	
Contacting your new provider	441	215	95	63	65	310	128	376	36	**	**	417	24	197	177
	24%	28%	22%	23%	20%	26%	21%	24%	25%	**	**	25%	14%	24%	23%
		df				df						b			
Keeping/ transferring your phone number	257	127	61	38	29	188	67	215	23	**	**	238	19	121	94
	14%	16%	14%	14%	9%	16%	11%	14%	16%	**	**	15%	11%	15%	12%
		df	d	d		df									

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Comparing what different providers are offering	238 13%	123 16% df	50 12%	30 11%	34 10%	173 14% df	64 11%	205 13%	20 14%	** **	** **	221 13%	17 10%	107 13%	91 12%
Getting the switch to happen on the date you wanted (P)	209 12%	104 13% df	46 11%	31 11%	26 8%	150 12% d	57 10%	176 11%	24 16%	** **	** **	194 12%	15 9%	102 13% b	72 9%
Other devices or products you own not working with the new service	198 11%	102 13% df	40 10%	27 10%	29 9%	142 12%	56 9%	169 11%	18 12%	** **	** **	189 12% b	9 5%	118 15% b	57 7%
Your previous provider trying to persuade you to stay	184 10%	104 13% bcd	36 8%	21 8%	19 6%	140 12% df	40 7%	156 10%	23 16% a	** **	** **	172 11%	11 6%	98 12% b	65 8%
Contacting your previous provider	178 10%	88 11% cdf	55 13% cdf	16 6%	18 5%	143 12% cdf	33 6%	149 10%	22 15%	** **	** **	166 10%	12 7%	89 11%	74 10%
Setting up a new online account	173 10%	82 10% d	46 11% d	28 11% d	17 5%	127 11% df	46 8%	133 9%	23 16% a	** **	** **	161 10%	12 7%	74 9%	71 9%
Resolving billing issues with your previous provider	169 9%	82 11%	36 9%	21 8%	29 9%	119 10%	50 8%	133 9%	26 18% a	** **	** **	166 10% b	2 1%	86 11% b	49 6%

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Paying the charge to exit your contract early	165	92	34	14	24	126	38	136	16	**	**	158	7	87	55
	9%	12%	8%	5%	7%	10%	6%	9%	11%	**	**	10%	4%	11%	7%
		bcd	f			c						b		b	
Getting a better deal with your previous provider	156	75	26	38	16	101	54	130	10	**	**	141	15	85	53
	9%	10%	6%	14%	5%	8%	9%	8%	7%	**	**	9%	9%	11%	7%
		bd		bdef		d	d							b	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	75	18	11	10	93	21	106	6	**	**	107	7	65	37
	6%	10%	4%	4%	3%	8%	3%	7%	4%	**	**	7%	4%	8%	5%
		bcd	f			bcd								b	
Returning your previous provider's equipment	100	38	16	28	17	54	46	76	10	**	**	97	3	62	32
	6%	5%	4%	11%	5%	4%	8%	5%	7%	**	**	6%	2%	8%	4%
				abde			abe					b		b	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	98	58	11	24	5	68	29	78	13	**	**	95	3	55	35
	5%	7%	2%	9%	2%	6%	5%	5%	9%	**	**	6%	2%	7%	4%
		bd		bdf		bd	bd					b		b	
Having new equipment installed by the new provider	88	43	17	5	24	60	28	76	10	**	**	88	1	40	40
	5%	5%	4%	2%	7%	5%	5%	5%	7%	**	**	5%	*%	5%	5%
		c			c	c	c					b			

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	82	35	13	25	7	49	32	72	1	**	**	75	7	46	28
	5%	5%	3%	9%	2%	4%	5%	5%	1%	**	**	5%	4%	6%	4%
				abdef			d	b						b	
Paying a disconnection charge to your previous provider	75	39	16	15	4	55	19	48	10	**	**	72	3	32	27
	4%	5%	4%	6%	1%	5%	3%	3%	7%	**	**	4%	2%	4%	3%
		d	d	d		d		a							
Unlocking your handset to take it with you	54	38	10	5	1	48	6	46	1	**	**	53	1	36	13
	3%	5%	2%	2%	*%	4%	1%	3%	1%	**	**	3%	1%	4%	2%
		bcd	d	d		d								b	
ANY PROCESS DIFFICULTIES (P)	1026	497	228	149	142	726	291	884	84	**	**	953	72	498	372
	57%	64%	54%	55%	43%	60%	49%	57%	57%	**	**	58%	42%	62%	48%
		bcd	d	d		bdf						b		b	
NONE OF THESE	531	170	146	80	134	315	215	453	42	**	**	453	78	178	296
	29%	22%	34%	30%	41%	26%	36%	29%	29%	**	**	28%	45%	22%	38%
			ae	a	ace	a	ae						a		a
Answered	1812	778	425	269	330	1204	599	1549	146	**	**	1639	173	805	777
Mean number of difficulties	3.1	3.7	2.9	3.1	2.3	3.4	2.7	3.1	3.5	**	**	3.3	2.0	3.4	2.7
		bcd	d	d		bdf	d					b		b	
Standard deviation	2.89	2.96	2.77	2.84	2.66	2.92	2.77	2.78	3.75	**	**	2.91	2.45	2.77	2.95
Standard error	.07	.12	.13	.18	.14	.09	.11	.07	.33	**	**	.08	.18	.11	.10

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you always had access to your services (P)	951	103	622	29	75	15	34	54	518	414	105
	52%	34%	48%	21%	43%	27%	23%	55%	53%	55%	48%
			a		a			ab			
Arranging the switch so that you were not paying for your old and new services at the same time (P)	941	113	609	30	84	18	38	57	496	384	112
	52%	37%	47%	22%	48%	33%	25%	58%	51%	51%	52%
			a		a			ab			
Cancelling your previous service (P)	919	119	577	29	90	20	42	58	458	346	112
	51%	39%	45%	22%	52%	37%	27%	58%	47%	46%	52%
			a		a	b		ab			
Understanding the relevant steps required to switch provider	899	102	600	29	73	16	35	51	498	381	117
	50%	33%	47%	21%	42%	29%	23%	51%	51%	50%	54%
			a		a			ab			
Finding time to research the market	881	103	575	30	73	14	36	52	472	363	110
	49%	34%	45%	22%	42%	27%	24%	53%	48%	48%	50%
			a		a			ab			
Contacting your new provider	756	81	481	21	59	12	25	44	400	313	87
	42%	26%	37%	16%	34%	21%	17%	44%	41%	41%	40%
			a		a			ab			
Keeping/ transferring your phone number	461	11	371	8	3	4	7	-	360	360	-
	25%	4%	29%	6%	2%	8%	4%	-%	37%	48%	-%
			a	b		c	c		c	ac	

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Other devices or products you own not working with the new service	358 20%	19 6%	215 17% a	4 3%	14 8% a	2 3%	6 4%	11 11% ab	197 20%	156 21%	41 19%
Resolving billing issues with your previous provider	351 19%	47 15%	243 19% a	15 11%	32 19% a	6 12%	21 14%	20 20%	195 20%	153 20%	43 20%
Comparing what different providers are offering	338 19%	48 16%	205 16%	15 11%	34 19% a	8 15%	16 11%	24 24% ab	157 16%	128 17%	29 13%
Your previous provider trying to persuade you to stay	326 18%	43 14%	195 15%	11 9%	32 18% a	8 14%	15 10%	20 20% b	152 16%	120 16%	32 15%
Getting a better deal with your previous provider	324 18%	53 17%	218 17%	15 11%	38 22% a	11 20% b	19 12%	23 23% b	165 17%	127 17%	38 17%
Paying the charge to exit your contract early	322 18%	33 11%	201 16% a	8 6%	25 15% a	5 10% b	8 5%	20 20% ab	168 17%	135 18%	32 15%
Contacting your previous provider	318 18%	46 15%	200 16%	8 6%	38 22% a	9 17% b	15 10%	22 22% b	154 16%	119 16%	35 16%

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Getting the switch to happen on the date you wanted (P)	313	35	204	11	24	7	13	15	169	134	35
	17%	11%	16%	8%	14%	13%	8%	16%	17%	18%	16%
			a		a			b			
Setting up a new online account	245	30	154	5	24	3	8	18	124	94	30
	14%	10%	12%	4%	14%	6%	5%	18%	13%	12%	14%
					a			ab			
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	205	*	205	-	*	-	*	-	205	166	39
	11%	*%	16%	-%	*%	-%	*%	-%	21%	22%	18%
			a								
Returning your previous provider's equipment	185	50	50	18	32	10	20	20	-	-	-
	10%	16%	4%	13%	18%	18%	13%	21%	-%	-%	-%
		b						b			
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	155	33	33	7	26	4	10	19	-	-	-
	9%	11%	3%	5%	15%	7%	7%	20%	-%	-%	-%
		b			a			ab			
Paying a disconnection charge to your previous provider	152	20	20	5	15	2	7	12	-	-	-
	8%	7%	2%	4%	9%	3%	4%	12%	-%	-%	-%
		b			a			ab			
Having new equipment installed by the new provider	142	34	34	6	28	5	10	18	-	-	-
	8%	11%	3%	5%	16%	10%	7%	18%	-%	-%	-%
		b			a			ab			

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	142	26	26	10	16	3	11	11	-	-	-
	8%	9%	2%	7%	10%	6%	8%	11%	-%	-%	-%
Unlocking your handset to take it with you	94	*	94	*	-	-	*	-	94	72	22
	5%	*%	7%	*%	-%	-%	*%	-%	10%	10%	10%
		b	a								
ANY PROCESS DIFFICULTIES (P)	1198	162	791	49	113	26	61	75	629	485	145
	66%	53%	62%	36%	66%	49%	40%	75%	64%	64%	66%
		a	a		a			ab			
NONE OF THESE	445	99	355	59	40	21	62	15	257	202	54
	25%	32%	28%	44%	23%	38%	41%	15%	26%	27%	25%
		b	b	b		c	c				
Answered	1812	306	1282	133	173	54	153	99	976	758	218
Mean number of difficulties	5.4	3.8	4.8	2.4	4.8	3.4	2.6	5.8	5.1	5.2	4.7
		a	a		a	b		ab			
Standard deviation	4.50	3.97	4.24	3.28	4.13	4.05	3.36	4.09	4.28	4.39	3.85
Standard error	.11	.15	.11	.18	.22	.33	.17	.33	.15	.20	.22

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	951	196	46	276	226	50	43	43	286	**	**	**	**	**	**	**
	52%	69%	25%	54%	57%	46%	54%	34%	71%	**	**	**	**	**	**	**
		bcdef		b	be	b	b		a							
Arranging the switch so that you were not paying for your old and new services at the same time (P)	941	190	41	265	203	62	41	50	283	**	**	**	**	**	**	**
	52%	67%	22%	52%	51%	57%	52%	40%	70%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							
Cancelling your previous service (P)	919	181	32	245	187	57	43	64	277	**	**	**	**	**	**	**
	51%	64%	17%	48%	47%	53%	54%	51%	68%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Understanding the relevant steps required to switch provider	899	193	49	255	198	57	47	37	263	**	**	**	**	**	**	**
	50%	68%	27%	50%	50%	53%	59%	30%	65%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Finding time to research the market	881	175	42	256	203	53	44	39	267	**	**	**	**	**	**	**
	49%	61%	22%	51%	51%	49%	55%	31%	66%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Contacting your new provider	756	154	22	224	180	44	37	37	238	**	**	**	**	**	**	**
	42%	54%	12%	44%	45%	41%	46%	30%	59%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Keeping/ transferring your phone number	461	135	29	196	196	-	-	-	90	**	**	**	**	**	**	**
	25%	47%	16%	39%	49%	-%	-%	-%	22%	**	**	**	**	**	**	**
		bcef	ef	bef	bcef				a							

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	358	80	7	110	87	23	18	16	127	**	**	**	**	**	**	**
	20%	28%	4%	22%	22%	21%	22%	12%	31%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Resolving billing issues with your previous provider	351	90	14	92	72	19	20	23	85	**	**	**	**	**	**	**
	19%	32%	7%	18%	18%	18%	25%	19%	21%	**	**	**	**	**	**	**
		bcde		b	b	b	b									
Comparing what different providers are offering	338	47	17	93	78	15	9	12	121	**	**	**	**	**	**	**
	19%	16%	9%	18%	20%	14%	11%	10%	30%	**	**	**	**	**	**	**
				b	bf				a							
Your previous provider trying to persuade you to stay	326	53	7	91	72	19	11	21	110	**	**	**	**	**	**	**
	18%	19%	4%	18%	18%	18%	14%	17%	27%	**	**	**	**	**	**	**
		b		b	b	b	b									
Getting a better deal with your previous provider	324	54	19	92	70	22	13	20	86	**	**	**	**	**	**	**
	18%	19%	10%	18%	18%	20%	16%	16%	21%	**	**	**	**	**	**	**
		b		b	b	b										
Paying the charge to exit your contract early	322	61	11	95	74	21	9	13	108	**	**	**	**	**	**	**
	18%	22%	6%	19%	19%	19%	12%	10%	27%	**	**	**	**	**	**	**
		bf		b	b	b			a							
Contacting your previous provider	318	56	12	87	63	24	10	23	95	**	**	**	**	**	**	**
	18%	20%	6%	17%	16%	22%	13%	18%	23%	**	**	**	**	**	**	**
		b		b	b	b										

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	313	62	12	95	75	20	13	14	94	**	**	**	**	**	**	**
	17%	22%	7%	19%	19%	19%	17%	11%	23%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Setting up a new online account	245	43	10	71	56	15	12	10	82	**	**	**	**	**	**	**
	14%	15%	5%	14%	14%	14%	15%	8%	20%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	205	84	7	115	90	24	13	-	-	**	**	**	**	**	**	**
	11%	29%	4%	23%	23%	23%	17%	-%	-%	**	**	**	**	**	**	**
		bf		b	b	b	b									
Returning your previous provider's equipment	185	-	-	-	-	-	-	17	119	**	**	**	**	**	**	**
	10%	-%	-%	-%	-%	-%	-%	13%	29%	**	**	**	**	**	**	**
									a							
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	155	-	-	-	-	-	-	12	110	**	**	**	**	**	**	**
	9%	-%	-%	-%	-%	-%	-%	10%	27%	**	**	**	**	**	**	**
									a							
Paying a disconnection charge to your previous provider	152	-	-	-	-	-	-	13	119	**	**	**	**	**	**	**
	8%	-%	-%	-%	-%	-%	-%	10%	29%	**	**	**	**	**	**	**
									a							
Having new equipment installed by the new provider	142	-	-	-	-	-	-	12	97	**	**	**	**	**	**	**
	8%	-%	-%	-%	-%	-%	-%	10%	24%	**	**	**	**	**	**	**
									a							

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	142	-	-	-	-	-	-	12	104	**	**	**	**	**	**	**
	8%	-%	-%	-%	-%	-%	-%	10%	26% a	**	**	**	**	**	**	**
Unlocking your handset to take it with you	94	34	10	49	36	14	7	-	-	**	**	**	**	**	**	**
	5%	12% b	6%	10%	9%	13% b	9%	-%	-%	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	1198	231	59	339	266	73	56	77	330	**	**	**	**	**	**	**
	66%	81% bcdef	32%	67% b	67% b	68% b	71% b	62%	81% a	**	**	**	**	**	**	**
NONE OF THESE	445	41	96	119	94	26	18	34	56	**	**	**	**	**	**	**
	25%	15%	52% acdef	24% a	24% a	24% a	22%	27% b	14%	**	**	**	**	**	**	**
Answered	1812	285	185	506	399	108	80	125	405	**	**	**	**	**	**	**
Mean number of difficulties	5.4	6.6	2.1	5.3	5.4	5.0	4.9	3.9	7.8	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Standard deviation	4.50	3.95	3.19	4.26	4.31	4.05	3.70	3.49	4.70	**	**	**	**	**	**	**
Standard error	.11	.26	.26	.21	.26	.33	.36	.35	.47	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you always had access to your services (P)	951	**	**	**	**	**	**	499	437	831	106	11
	52%	**	**	**	**	**	**	58%	47%	59%	34%	12%
								b		bc	c	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	941	**	**	**	**	**	**	498	431	830	97	12
	52%	**	**	**	**	**	**	58%	46%	59%	31%	13%
								b		bc	c	
Cancelling your previous service (P)	919	**	**	**	**	**	**	472	431	800	103	13
	51%	**	**	**	**	**	**	55%	46%	57%	33%	13%
								b		bc	c	
Understanding the relevant steps required to switch provider	899	**	**	**	**	**	**	485	399	789	94	14
	50%	**	**	**	**	**	**	56%	43%	56%	30%	15%
								b		bc	c	
Finding time to research the market	881	**	**	**	**	**	**	473	392	782	83	13
	49%	**	**	**	**	**	**	55%	42%	56%	27%	14%
								b		bc	c	
Contacting your new provider	756	**	**	**	**	**	**	437	312	665	77	12
	42%	**	**	**	**	**	**	51%	34%	47%	25%	13%
								b		bc	c	
Keeping/ transferring your phone number	461	**	**	**	**	**	**	243	216	412	44	5
	25%	**	**	**	**	**	**	28%	23%	29%	14%	5%
								b		bc	c	

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Other devices or products you own not working with the new service	358	**	**	**	**	**	**	198	158	327	28	2
	20%	**	**	**	**	**	**	23%	17%	23%	9%	2%
								b		bc	c	
Resolving billing issues with your previous provider	351	**	**	**	**	**	**	220	130	306	37	7
	19%	**	**	**	**	**	**	25%	14%	22%	12%	8%
								b		bc		
Comparing what different providers are offering	338	**	**	**	**	**	**	195	139	301	31	6
	19%	**	**	**	**	**	**	23%	15%	22%	10%	6%
								b		bc		
Your previous provider trying to persuade you to stay	326	**	**	**	**	**	**	167	157	284	35	7
	18%	**	**	**	**	**	**	19%	17%	20%	11%	7%
										bc		
Getting a better deal with your previous provider	324	**	**	**	**	**	**	159	163	281	39	4
	18%	**	**	**	**	**	**	18%	18%	20%	12%	4%
										bc	c	
Paying the charge to exit your contract early	322	**	**	**	**	**	**	193	122	298	20	4
	18%	**	**	**	**	**	**	22%	13%	21%	6%	5%
								b		bc		
Contacting your previous provider	318	**	**	**	**	**	**	169	147	278	32	8
	18%	**	**	**	**	**	**	20%	16%	20%	10%	8%
								b		bc		

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Getting the switch to happen on the date you wanted (P)	313	**	**	**	**	**	**	161	149	279	30	4
	17%	**	**	**	**	**	**	19%	16%	20% bc	9%	4%
Setting up a new online account	245	**	**	**	**	**	**	124	117	217	28	-
	14%	**	**	**	**	**	**	14%	13%	15% bc	9% c	-%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	205	**	**	**	**	**	**	118	85	194	12	-
	11%	**	**	**	**	**	**	14% b	9%	14% bc	4% c	-%
Returning your previous provider's equipment	185	**	**	**	**	**	**	97	84	155	26	4
	10%	**	**	**	**	**	**	11%	9%	11% c	8%	4%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	155	**	**	**	**	**	**	77	73	142	12	*
	9%	**	**	**	**	**	**	9%	8%	10% bc	4%	*%
Paying a disconnection charge to your previous provider	152	**	**	**	**	**	**	90	61	145	2	5
	8%	**	**	**	**	**	**	10% b	7%	10% b	1% b	5% b
Having new equipment installed by the new provider	142	**	**	**	**	**	**	66	76	127	11	5
	8%	**	**	**	**	**	**	8%	8%	9% b	3%	5%

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	142	**	**	**	**	**	**	87	55	119	22	*
	8%	**	**	**	**	**	**	10%	6%	9%	7%	*%
								b		c	c	
Unlocking your handset to take it with you	94	**	**	**	**	**	**	48	46	85	9	1
	5%	**	**	**	**	**	**	6%	5%	6%	3%	1%
										bc		
ANY PROCESS DIFFICULTIES (P)	1198	**	**	**	**	**	**	600	580	1033	141	21
	66%	**	**	**	**	**	**	70%	62%	74%	45%	22%
								b		bc	c	
NONE OF THESE	445	**	**	**	**	**	**	209	235	251	132	62
	25%	**	**	**	**	**	**	24%	25%	18%	42%	64%
											a	ab
Answered	1812	**	**	**	**	**	**	863	930	1400	313	96
Mean number of difficulties	5.4	**	**	**	**	**	**	6.1	4.7	6.2	3.1	1.4
								b		bc	c	
Standard deviation	4.50	**	**	**	**	**	**	4.67	4.25	4.42	3.82	2.76
Standard error	.11	**	**	**	**	**	**	.19	.13	.12	.21	.26

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you always had access to your services (P)	951	479	191	138	138	671	275	816	77	**	**	893	58	496	313
	52%	62%	45%	51%	42%	56%	46%	53%	53%	**	**	54%	34%	62%	40%
		bcdef		d		bdf						b		b	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	941	467	200	142	124	667	266	804	74	**	**	886	55	488	312
	52%	60%	47%	53%	38%	55%	44%	52%	51%	**	**	54%	32%	61%	40%
		bdf	d	df		bdf	d					b		b	
Cancelling your previous service (P)	919	457	195	136	126	652	263	803	58	**	**	867	51	474	310
	51%	59%	46%	51%	38%	54%	44%	52%	40%	**	**	53%	30%	59%	40%
		bcdf	d	d		bdf		b				b		b	
Understanding the relevant steps required to switch provider	899	441	185	140	129	626	268	789	60	**	**	841	58	461	311
	50%	57%	44%	52%	39%	52%	45%	51%	41%	**	**	51%	34%	57%	40%
		bdf		bd		bdf		b				b		b	
Finding time to research the market	881	455	173	132	118	628	250	767	62	**	**	829	52	460	289
	49%	59%	41%	49%	36%	52%	42%	50%	42%	**	**	51%	30%	57%	37%
		bcdef		bd		bdf						b		b	
Contacting your new provider	756	372	156	105	119	528	223	655	56	**	**	711	46	401	240
	42%	48%	37%	39%	36%	44%	37%	42%	38%	**	**	43%	26%	50%	31%
		bcdf				bdf						b		b	
Keeping/ transferring your phone number	461	234	102	64	60	336	123	395	33	**	**	434	27	263	134
	25%	30%	24%	24%	18%	28%	21%	26%	23%	**	**	26%	16%	33%	17%
		bdf	d			df						b		b	

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Other devices or products you own not working with the new service	358 20%	199 26% bcdf	67 16%	50 19% d	41 12%	266 22% bdf	91 15%	304 20%	28 19%	** **	** **	344 21% b	13 8%	220 27% b	97 13%
Resolving billing issues with your previous provider	351 19%	185 24% bcdf	70 16%	44 16%	52 16%	254 21% bdf	96 16%	299 19%	27 19%	** **	** **	338 21% b	13 7%	183 23% b	106 14%
Comparing what different providers are offering	338 19%	172 22% bdf	66 15%	50 19%	50 15%	238 20%	100 17%	290 19%	21 14%	** **	** **	318 19% b	20 12%	183 23% b	112 14%
Your previous provider trying to persuade you to stay	326 18%	180 23% bcdf	57 13%	44 16%	40 12%	238 20% bdf	84 14%	282 18%	33 22%	** **	** **	303 18%	22 13%	188 23% b	105 14%
Getting a better deal with your previous provider	324 18%	158 20% d	67 16% d	66 24% bdef	33 10%	226 19% d	98 16% d	283 18% b	13 9%	** **	** **	296 18%	28 16%	177 22% b	121 16%
Paying the charge to exit your contract early	322 18%	170 22% bdf	62 15%	44 16%	45 14%	232 19% bdf	89 15%	273 18%	27 19%	** **	** **	308 19% b	14 8%	191 24% b	90 12%
Contacting your previous provider	318 18%	164 21% df	74 17% d	47 17% d	32 10%	238 20% df	79 13%	269 17%	25 17%	** **	** **	300 18% b	18 11%	162 20% b	126 16%

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Getting the switch to happen on the date you wanted (P)	313 17%	156 20% df	69 16%	46 17%	40 12%	224 19% df	86 14%	274 18%	26 18%	** **	** **	296 18% b	16 9%	167 21% b	101 13%
Setting up a new online account	245 14%	134 17% bdf	52 12% d	37 14% d	22 7%	186 15% df	59 10%	192 12%	28 19% a	** **	** **	229 14%	16 9%	119 15%	94 12%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	205 11%	122 16% bcd	34 8%	25 9%	23 7%	156 13% bdf	48 8%	186 12%	13 9%	** **	** **	187 11%	18 11%	130 16% b	57 7%
Returning your previous provider's equipment	185 10%	83 11% b	30 7%	43 16% abde	29 9%	112 9%	71 12% b	140 9%	24 17% a	** **	** **	179 11% b	6 3%	109 14% b	57 7%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	155 9%	70 9%	28 7%	30 11% b	26 8%	99 8%	56 9%	129 8%	10 7%	** **	** **	144 9%	11 7%	97 12% b	51 7%
Paying a disconnection charge to your previous provider	152 8%	82 11% df	35 8% d	23 8% d	13 4%	116 10% df	35 6%	120 8%	11 7%	** **	** **	141 9%	11 7%	71 9%	60 8%
Having new equipment installed by the new provider	142 8%	78 10% bcf	22 5%	10 4%	32 10% bc	100 8% bc	42 7%	128 8%	11 8%	** **	** **	142 9% b	1 *%	57 7%	70 9%

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	142	74	27	34	7	100	42	113	17	**	**	139	3	71	58
	8%	9%	6%	13%	2%	8%	7%	7%	12%	**	**	8%	2%	9%	7%
		d	d	bdef		d	d					b			
Unlocking your handset to take it with you	94	64	21	8	2	85	9	84	2	**	**	91	3	64	22
	5%	8%	5%	3%	1%	7%	2%	5%	2%	**	**	6%	2%	8%	3%
		bcd	d	d		cd						b		b	
ANY PROCESS DIFFICULTIES (P)	1198	571	262	185	170	833	355	1030	91	**	**	1116	82	610	420
	66%	73%	62%	69%	52%	69%	59%	67%	63%	**	**	68%	47%	76%	54%
		bdf	d	df		bdf	d					b		b	
NONE OF THESE	445	137	118	72	118	255	190	372	41	**	**	376	69	122	270
	25%	18%	28%	27%	36%	21%	32%	24%	28%	**	**	23%	40%	15%	35%
			ae	ae	abce		ae						a		a
Answered	1812	778	425	269	330	1204	599	1549	146	**	**	1639	173	805	777
Mean number of difficulties	5.4	6.4	4.7	5.4	3.9	5.8	4.6	5.4	5.0	**	**	5.6	3.2	6.5	4.2
		bcd	d	bdf		bdf	d					b		b	
Standard deviation	4.50	4.57	4.24	4.51	4.07	4.53	4.33	4.44	4.66	**	**	4.51	3.72	4.36	4.46
Standard error	.11	.18	.21	.28	.22	.14	.18	.12	.41	**	**	.12	.27	.17	.16

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Contacting your new provider	1056	225	802	112	113	43	127	55	577	446	131
	58%	74%	63%	84%	66%	79%	83%	56%	59%	59%	60%
		b		b		c	c				
Finding time to research the market	931	203	707	104	100	40	117	47	504	396	108
	51%	66%	55%	78%	58%	73%	76%	47%	52%	52%	50%
		b		b		c	c				
Understanding the relevant steps required to switch provider	913	204	683	105	99	39	117	48	479	378	101
	50%	67%	53%	79%	58%	71%	77%	49%	49%	50%	46%
		b		b		c	c				
Cancelling your previous service (P)	894	187	705	104	83	34	111	41	518	413	106
	49%	61%	55%	78%	48%	63%	73%	42%	53%	54%	48%
		b		b		c	ac				
Arranging the switch so that you were not paying for your old and new services at the same time (P)	871	193	673	104	89	36	115	42	480	375	105
	48%	63%	53%	78%	52%	67%	75%	42%	49%	49%	48%
		b		b		c	c				
Arranging the switch so that you always had access to your services (P)	862	203	661	105	98	40	118	44	458	345	113
	48%	66%	52%	79%	57%	73%	77%	45%	47%	45%	52%
		b		b		c	c				
Keeping/ transferring your phone number	474	32	430	20	11	9	23	-	398	398	-
	26%	10%	34%	15%	7%	16%	15%	-%	41%	52%	-%
			a	b		c	c		c	ac	

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Comparing what different providers are offering	444	118	342	59	59	18	73	27	224	176	48
	24%	39%	27%	45%	34%	34%	48%	27%	23%	23%	22%
		b		b			ac				
Setting up a new online account	406	80	291	40	41	16	48	16	210	164	46
	22%	26%	23%	30%	23%	29%	32%	17%	22%	22%	21%
						c	c				
Getting the switch to happen on the date you wanted (P)	338	78	251	37	41	16	44	18	173	134	39
	19%	25%	20%	28%	24%	29%	29%	18%	18%	18%	18%
		b				c	c				
Getting a better deal with your previous provider	211	41	138	17	25	9	20	13	96	74	22
	12%	14%	11%	13%	14%	16%	13%	13%	10%	10%	10%
Contacting your previous provider	206	37	162	18	19	8	19	10	124	107	17
	11%	12%	13%	14%	11%	15%	13%	10%	13%	14%	8%
									c	c	
Your previous provider trying to persuade you to stay	168	26	107	10	16	8	13	6	81	68	13
	9%	8%	8%	8%	9%	14%	8%	6%	8%	9%	6%
						bc					
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	167	82	82	55	27	8	60	14	-	-	-
	9%	27%	6%	41%	16%	16%	39%	14%	-%	-%	-%
		b		b			ac				

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Having new equipment installed by the new provider	155	72	72	22	51	23	30	20	-	-	-
	9%	24%	6%	16%	29%	42%	19%	20%	-%	-%	-%
		b			a	bc					
Paying the charge to exit your contract early	132	25	98	12	13	3	15	6	73	57	16
	7%	8%	8%	9%	7%	6%	10%	6%	7%	8%	7%
Returning your previous provider's equipment	131	77	77	38	39	19	44	13	-	-	-
	7%	25%	6%	29%	22%	36%	29%	13%	-%	-%	-%
		b				c	c				
Other devices or products you own not working with the new service	113	5	68	2	3	2	2	2	63	49	13
	6%	2%	5%	2%	2%	3%	1%	2%	6%	7%	6%
			a								
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	91	36	36	15	21	9	16	11	-	-	-
	5%	12%	3%	12%	12%	17%	10%	11%	-%	-%	-%
		b				b					
Resolving billing issues with your previous provider	88	13	64	6	7	3	6	4	51	37	13
	5%	4%	5%	5%	4%	5%	4%	4%	5%	5%	6%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80	-	80	-	-	-	-	-	80	61	19
	4%	-%	6%	-%	-%	-%	-%	-%	8%	8%	9%
			a								

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Unlocking your handset to take it with you	73	1	73	1	-	-	1	-	73	57	16
	4%	*%	6%	*%	-%	-%	*%	-%	7%	8%	7%
Paying a disconnection charge to your previous provider	47	12	12	8	4	1	8	2	-	-	-
	3%	4%	1%	6%	2%	2%	5%	3%	-%	-%	-%
NONE OF THESE	276	28	156	7	22	4	6	18	128	100	29
	15%	9%	12%	5%	13%	7%	4%	18%	13%	13%	13%
			a		a			ab			

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Contacting your new provider	1056	131	163	283	219	64	43	87	167	**	**	**	**	**	**	**
	58%	46%	88%	56%	55%	59%	54%	70%	41%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Finding time to research the market	931	110	143	250	196	55	36	86	138	**	**	**	**	**	**	**
	51%	39%	78%	49%	49%	51%	45%	69%	34%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Understanding the relevant steps required to switch provider	913	91	136	251	201	51	33	88	143	**	**	**	**	**	**	**
	50%	32%	73%	50%	50%	47%	41%	70%	35%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Cancelling your previous service (P)	894	103	153	262	212	50	37	61	128	**	**	**	**	**	**	**
	49%	36%	83%	52%	53%	47%	46%	49%	32%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Arranging the switch so that you were not paying for your old and new services at the same time (P)	871	95	144	241	195	46	38	75	123	**	**	**	**	**	**	**
	48%	33%	78%	48%	49%	43%	48%	60%	30%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Arranging the switch so that you always had access to your services (P)	862	89	139	231	173	58	37	82	119	**	**	**	**	**	**	**
	48%	31%	75%	46%	43%	54%	46%	66%	29%	**	**	**	**	**	**	**
			acdef	a	a	ad	a	b								
Keeping/ transferring your phone number	474	70	126	203	203	-	-	-	44	**	**	**	**	**	**	**
	26%	24%	68%	40%	51%	-%	-%	-%	11%	**	**	**	**	**	**	**
		ef	acdef	aef	acef				a							

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Comparing what different providers are offering	444	40	80	104	78	26	13	38	64	**	**	**	**	**	**	**
	24%	14%	43%	21%	20%	24%	16%	30%	16%	**	**	**	**	**	**	**
			acdef	a		a		b								
Setting up a new online account	406	39	70	102	75	26	10	39	76	**	**	**	**	**	**	**
	22%	14%	38%	20%	19%	25%	13%	31%	19%	**	**	**	**	**	**	**
			acdef	a		af		b								
Getting the switch to happen on the date you wanted (P)	338	36	41	96	76	20	10	35	52	**	**	**	**	**	**	**
	19%	13%	22%	19%	19%	19%	12%	28%	13%	**	**	**	**	**	**	**
			af	a		a		b								
Getting a better deal with your previous provider	211	28	22	46	37	9	7	21	52	**	**	**	**	**	**	**
	12%	10%	12%	9%	9%	8%	9%	17%	13%	**	**	**	**	**	**	**
Contacting your previous provider	206	21	43	60	49	11	6	17	28	**	**	**	**	**	**	**
	11%	7%	23%	12%	12%	10%	8%	14%	7%	**	**	**	**	**	**	**
			acdef													
Your previous provider trying to persuade you to stay	168	25	22	35	30	5	7	4	57	**	**	**	**	**	**	**
	9%	9%	12%	7%	7%	5%	9%	3%	14%	**	**	**	**	**	**	**
			e					a								
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	167	-	-	-	-	-	-	33	51	**	**	**	**	**	**	**
	9%	-%	-%	-%	-%	-%	-%	26%	13%	**	**	**	**	**	**	**
								b								

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Having new equipment installed by the new provider	155 9%	- -%	- -%	- -%	- -%	- -%	- -%	31 25% b	51 13%	** **	** **	** **	** **	** **	** **	** **
Paying the charge to exit your contract early	132 7%	27 9%	12 6%	35 7%	28 7%	7 7%	5 6%	3 2%	31 8%	** **	** **	** **	** **	** **	** **	** **
Returning your previous provider's equipment	131 7%	- -%	- -%	- -%	- -%	- -%	- -%	18 15%	36 9%	** **	** **	** **	** **	** **	** **	** **
Other devices or products you own not working with the new service	113 6%	17 6%	8 4%	38 8%	33 8%	5 5%	6 7%	6 5%	39 10%	** **	** **	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	91 5%	- -%	- -%	- -%	- -%	- -%	- -%	10 8%	44 11%	** **	** **	** **	** **	** **	** **	** **
Resolving billing issues with your previous provider	88 5%	17 6%	4 2%	29 6%	23 6%	6 5%	5 6%	3 2%	21 5%	** **	** **	** **	** **	** **	** **	** **
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80 4%	19 7%	8 5%	53 10% b	44 11% b	9 8%	8 10%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **
Unlocking your handset to take it with you	73 4%	20 7%	21 11% c	31 6%	24 6%	7 7%	6 7%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	47	-	-	-	-	-	-	11	25	**	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	9%	6%	**	**	**	**	**	**	**
NONE OF THESE	276	52	7	69	56	13	14	4	115	**	**	**	**	**	**	**
	15%	18%	4%	14%	14%	12%	18%	3%	28%	**	**	**	**	**	**	**
		b		b	b	b	b		a							

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Contacting your new provider	1056	**	**	**	**	**	**	426	618	735	235	84
58%		**	**	**	**	**	**	49%	66%	53%	75%	87%
									a		a	ab
Finding time to research the market	931	**	**	**	**	**	**	389	538	618	230	83
51%		**	**	**	**	**	**	45%	58%	44%	73%	86%
									a		a	ab
Understanding the relevant steps required to switch provider	913	**	**	**	**	**	**	378	531	611	218	82
50%		**	**	**	**	**	**	44%	57%	44%	70%	85%
									a		a	ab
Cancelling your previous service (P)	894	**	**	**	**	**	**	391	499	600	209	84
49%		**	**	**	**	**	**	45%	54%	43%	67%	87%
									a		a	ab
Arranging the switch so that you were not paying for your old and new services at the same time (P)	871	**	**	**	**	**	**	365	499	570	215	84
48%		**	**	**	**	**	**	42%	54%	41%	69%	87%
									a		a	ab
Arranging the switch so that you always had access to your services (P)	862	**	**	**	**	**	**	364	493	569	207	85
48%		**	**	**	**	**	**	42%	53%	41%	66%	88%
									a		a	ab
Keeping/ transferring your phone number	474	**	**	**	**	**	**	219	254	311	126	37
26%		**	**	**	**	**	**	25%	27%	22%	40%	39%
											a	a

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Comparing what different providers are offering	444	**	**	**	**	**	**	178	265	311	99	34
	24%	**	**	**	**	**	**	21%	28% a	22%	32% a	35% a
Setting up a new online account	406	**	**	**	**	**	**	180	225	269	100	37
	22%	**	**	**	**	**	**	21%	24%	19%	32% a	38% a
Getting the switch to happen on the date you wanted (P)	338	**	**	**	**	**	**	142	195	228	78	33
	19%	**	**	**	**	**	**	16%	21% a	16%	25% a	34% a
Getting a better deal with your previous provider	211	**	**	**	**	**	**	90	118	163	39	7
	12%	**	**	**	**	**	**	10%	13%	12%	12%	7%
Contacting your previous provider	206	**	**	**	**	**	**	85	121	141	44	22
	11%	**	**	**	**	**	**	10%	13%	10%	14% a	22% ab
Your previous provider trying to persuade you to stay	168	**	**	**	**	**	**	79	85	119	41	8
	9%	**	**	**	**	**	**	9%	9%	8%	13% a	9%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	167	**	**	**	**	**	**	58	104	119	36	12
	9%	**	**	**	**	**	**	7%	11% a	8%	11%	12%

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Having new equipment installed by the new provider	155	**	**	**	**	**	**	53	102	105	35	15
9%		**	**	**	**	**	**	6%	11%	7%	11%	16%
									a		a	a
Paying the charge to exit your contract early	132	**	**	**	**	**	**	48	84	111	18	4
7%		**	**	**	**	**	**	6%	9%	8%	6%	4%
									a			
Returning your previous provider's equipment	131	**	**	**	**	**	**	41	90	83	33	15
7%		**	**	**	**	**	**	5%	10%	6%	11%	15%
									a		a	a
Other devices or products you own not working with the new service	113	**	**	**	**	**	**	46	68	100	13	*
6%		**	**	**	**	**	**	5%	7%	7%	4%	*%
										bc	c	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	91	**	**	**	**	**	**	43	47	62	22	7
5%		**	**	**	**	**	**	5%	5%	4%	7%	7%
Resolving billing issues with your previous provider	88	**	**	**	**	**	**	49	38	61	25	2
5%		**	**	**	**	**	**	6%	4%	4%	8%	2%
											ac	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80	**	**	**	**	**	**	27	52	74	6	-
4%		**	**	**	**	**	**	3%	6%	5%	2%	-%
									a	bc		

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Unlocking your handset to take it with you	73	**	**	**	**	**	**	41	32	56	13	4
	4%	**	**	**	**	**	**	5%	3%	4%	4%	4%
Paying a disconnection charge to your previous provider	47	**	**	**	**	**	**	28	20	30	16	1
	3%	**	**	**	**	**	**	3%	2%	2%	5% ac	1%
NONE OF THESE	276	**	**	**	**	**	**	165	110	245	30	1
	15%	**	**	**	**	**	**	19% b	12%	17% bc	9% c	1%

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Contacting your new provider	1056	407	269	164	211	676	376	894	90	**	**	928	128	404	537
	58%	52%	63%	61%	64%	56%	63%	58%	62%	**	**	57%	74%	50%	69%
			ae	a	ae		ae						a		a
Finding time to research the market	931	323	253	137	212	576	349	781	84	**	**	810	121	345	489
	51%	41%	59%	51%	64%	48%	58%	50%	58%	**	**	49%	70%	43%	63%
			ace	a	ace	a	ae						a		a
Understanding the relevant steps required to switch provider	913	337	240	129	201	578	331	760	86	**	**	798	115	344	466
	50%	43%	56%	48%	61%	48%	55%	49%	59%	**	**	49%	66%	43%	60%
			ace		ace		ae		a				a		a
Cancelling your previous service (P)	894	321	231	133	203	552	336	746	88	**	**	772	122	331	467
	49%	41%	54%	49%	62%	46%	56%	48%	60%	**	**	47%	70%	41%	60%
			ae	a	abce		ae		a				a		a
Arranging the switch so that you were not paying for your old and new services at the same time (P)	871	312	225	127	206	537	333	745	72	**	**	753	118	317	465
	48%	40%	53%	47%	62%	45%	56%	48%	49%	**	**	46%	68%	39%	60%
			ae		abcef		ace						a		a
Arranging the switch so that you always had access to your services (P)	862	299	234	132	192	533	324	733	69	**	**	746	115	309	465
	48%	38%	55%	49%	58%	44%	54%	47%	47%	**	**	46%	66%	38%	60%
			ae	a	ace	a	ae						a		a
Keeping/ transferring your phone number	474	198	116	64	96	314	160	406	41	**	**	405	69	160	265
	26%	25%	27%	24%	29%	26%	27%	26%	28%	**	**	25%	40%	20%	34%
													a		a

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Comparing what different providers are offering	444	183	126	50	85	309	135	378	34	**	**	381	63	142	266
	24%	23%	30% acf	19%	26% c	26% c	23%	24%	24%	**	**	23%	36% a	18%	34% a
Setting up a new online account	406	154	97	66	89	251	155	351	19	**	**	344	61	137	240
	22%	20%	23%	24%	27% ae	21%	26% ae	23% b	13%	**	**	21%	35% a	17%	31% a
Getting the switch to happen on the date you wanted (P)	338	118	90	61	67	207	127	282	23	**	**	297	41	122	185
	19%	15%	21% a	23% ae	20% a	17%	21% ae	18%	16%	**	**	18%	24%	15%	24% a
Getting a better deal with your previous provider	211	100	50	21	40	149	61	180	19	**	**	182	29	83	102
	12%	13% c	12%	8%	12%	12% c	10%	12%	13%	**	**	11%	17% a	10%	13%
Contacting your previous provider	206	91	50	35	30	141	65	178	8	**	**	175	31	73	112
	11%	12%	12%	13%	9%	12%	11%	11% b	6%	**	**	11%	18% a	9%	14% a
Your previous provider trying to persuade you to stay	168	74	37	31	22	111	54	138	12	**	**	151	17	67	78
	9%	9%	9%	12% d	7%	9%	9%	9%	8%	**	**	9%	10%	8%	10%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	167	62	44	18	43	105	61	140	16	**	**	141	26	76	73
	9%	8%	10%	7%	13% ace	9%	10%	9%	11%	**	**	9%	15% a	9%	9%

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Having new equipment installed by the new provider	155 9%	60 8%	42 10%	25 9%	26 8%	103 9%	51 8%	126 8%	13 9%	** **	** **	140 9%	14 8%	55 7%	88 11% a
Paying the charge to exit your contract early	132 7%	58 7%	37 9%	21 8%	17 5%	94 8%	38 6%	108 7%	12 8%	** **	** **	117 7%	16 9%	58 7%	65 8%
Returning your previous provider's equipment	131 7%	44 6%	36 9%	17 6%	31 9% a	80 7%	47 8%	114 7%	7 5%	** **	** **	113 7%	18 10%	39 5%	82 10% a
Other devices or products you own not working with the new service	113 6%	61 8% df	30 7% df	13 5%	9 3%	91 8% df	23 4%	93 6%	11 8%	** **	** **	103 6%	11 6%	50 6%	47 6%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	91 5%	55 7% bdf	13 3%	13 5%	10 3%	68 6% bd	23 4%	72 5%	12 8%	** **	** **	80 5%	11 6%	40 5%	44 6%
Resolving billing issues with your previous provider	88 5%	42 5%	22 5%	7 3%	17 5%	64 5%	24 4%	76 5%	6 4%	** **	** **	74 5%	14 8% a	39 5%	37 5%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80 4%	32 4%	17 4%	18 7%	14 4%	48 4%	32 5%	63 4%	12 8% a	** **	** **	68 4%	12 7%	39 5%	30 4%

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Unlocking your handset to take it with you	73	34	15	13	10	50	24	70	1	**	**	59	14	31	38
	4%	4%	4%	5%	3%	4%	4%	4%	*%	**	**	4%	8%	4%	5%
								b					a		
Paying a disconnection charge to your previous provider	47	23	7	10	8	29	18	32	10	**	**	44	3	8	34
	3%	3%	2%	4%	2%	2%	3%	2%	7%	**	**	3%	2%	1%	4%
								a							a
NONE OF THESE	276	141	56	41	35	197	76	237	18	**	**	267	9	143	81
	15%	18%	13%	15%	10%	16%	13%	15%	12%	**	**	16%	5%	18%	10%
		bdf				df						b		b	

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	782	166	548	74	92	26	90	50	381	304	77
Comparing what different providers are offering	101	8	44	3	5	**	1	**	36	28	8
	13%	5%	8% a	4%	6%	**	1%	**	10%	9%	11%
Base	1812	306	1282	133	173	54	153	99	976	758	218
Understanding the relevant steps required to switch provider	341	25	217	4	21	2	5	18	192	144	48
	19%	8%	17% a	3%	12% a	3%	3%	18% ab	20%	19%	22%
Base	1812	306	1282	133	173	54	153	99	976	758	218
Finding time to research the market	360	23	199	7	16	3	7	13	176	136	40
	20%	8%	16% a	5%	9% a	5%	5%	13% ab	18%	18%	18%
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your previous provider	140	15	72	**	12	**	**	**	57	42	**
	27%	18%	20%	**	22%	**	**	**	20%	19%	**
Base	493	69	302	22	47	15	28	26	233	188	45
Your previous provider trying to persuade you to stay	142	11	73	**	**	**	**	**	61	43	**
	29%	16%	24%	**	**	**	**	**	26%	23%	**
Base	535	94	356	32	62	20	39	36	261	202	60
Getting a better deal with your previous provider	168	32	113	**	24	**	11	**	81	64	**
	31%	34%	32%	**	38%	**	29%	**	31%	32%	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	1812	306	1282	133	173	54	153	99	976	758	218
Contacting your new provider	315	23	187	6	17	3	5	15	164	130	34
	17%	7%	15%	5%	10%	5%	3%	15%	17%	17%	16%
			a		a			ab			
Base	1812	306	1282	133	173	54	153	99	976	758	218
Cancelling your previous service	379	38	231	9	29	7	13	18	193	147	46
	21%	12%	18%	6%	17%	13%	8%	18%	20%	19%	21%
			a		a			b			
Base	935	43	801	28	14	13	30	-	758	758	-
Keeping/ transferring your phone number	211	11	162	**	**	**	**	**	151	151	**
	23%	27%	20%	**	**	**	**	**	20%	20%	**
Base	311	33	198	12	22	5	12	16	165	131	34
Paying the charge to exit your contract early	157	**	97	**	**	**	**	**	84	**	**
	50%	**	49%	**	**	**	**	**	51%	**	**
Base	651	110	444	45	65	19	57	34	334	259	76
Setting up a new online account	72	8	50	1	7	**	1	**	42	34	8
	11%	7%	11%	1%	11%	**	3%	**	13%	13%	11%
					a						
Base	167	1	167	1	-	-	1	-	167	129	37
Unlocking your handset to take it with you	40	**	40	**	**	**	**	**	40	**	**
	24%	**	24%	**	**	**	**	**	24%	**	**
Base	651	113	455	48	65	23	56	34	342	269	74

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Getting the switch to happen on the date you wanted	103	11	72	4	7	3	4	4	62	48	14
	16%	9%	16%	8%	10%	11%	7%	12%	18%	18%	18%
Base	297	106	106	28	78	28	40	38	-	-	-
Having new equipment installed by the new provider	54	9	9	**	8	**	2	**	**	**	**
	18%	9%	9%	**	10%	**	6%	**	**	**	**
Base	309	109	109	65	44	12	72	25	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	9	9	2	**	**	3	**	**	**	**
	14%	8%	8%	3%	**	**	3%	**	**	**	**
Base	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you always had access to your services	394	25	236	6	19	4	7	14	211	172	40
	22%	8%	18%	5%	11%	8%	5%	14%	22%	23%	18%
Base	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you were not paying for your old and new services at the same time	412	32	250	8	24	5	10	17	218	176	42
	23%	11%	20%	6%	14%	9%	7%	17%	22%	23%	19%
			a		a			ab			

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	246	69	69	22	47	13	26	31	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	74	9	9	**	**	**	**	**	**	**	**
	30%	12%	12%	**	**	**	**	**	**	**	**
Base	286	*	286	-	*	-	*	-	285	227	58
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	92	**	92	**	**	**	**	**	92	79	**
	32%	**	32%	**	**	**	**	**	32%	35%	**
Base	316	127	127	56	70	29	64	34	-	-	-
Returning your previous provider's equipment	85	16	16	4	11	**	5	**	**	**	**
	27%	12%	12%	8%	16%	**	8%	**	**	**	**
					a						
Base	471	24	283	7	17	4	8	12	259	205	54
Other devices or products you own not working with the new service	159	**	104	**	**	**	**	**	97	80	**
	34%	**	37%	**	**	**	**	**	37%	39%	**
Base	439	60	306	21	39	9	27	23	246	190	56
Resolving billing issues with your previous provider	182	25	136	**	**	**	**	**	111	87	**
	41%	41%	44%	**	**	**	**	**	45%	46%	**
Base	200	32	32	13	19	3	15	15	-	-	-

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Paying a disconnection charge to your previous provider	78	10	10	3	7	1	4	5	-	-	-
	39%	32%	32%	22%	38%	33%	28%	36%	-%	-%	-%
					a						

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	782	86	97	197	156	42	22	50	185	-	-	-	-	-	-	-
Comparing what different providers are offering	101	**	**	18	13	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	9%	9%	**	**	**	**	**	**	**	**	**	**	**
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	341	85	16	91	67	23	19	10	115	**	**	**	**	**	**	**
	19%	30%	9%	18%	17%	22%	24%	8%	28%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Finding time to research the market	360	78	9	89	67	22	16	7	153	**	**	**	**	**	**	**
	20%	27%	5%	18%	17%	21%	19%	6%	38%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your previous provider	140	**	**	26	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Base	493	78	29	126	102	24	18	25	167	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	142	**	**	35	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	28%	**	**	**	**	**	**	**	**	**	**	**	**
Base	535	83	41	138	108	31	20	41	138	-	-	-	-	-	-	-
Getting a better deal with your previous provider	168	**	**	42	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	30%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Contacting your new provider	315	73	11	80	65	15	16	15	114	**	**	**	**	**	**	**
	17%	26%	6%	16%	16%	14%	21%	12%	28%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Cancelling your previous service	379	84	15	94	69	25	14	21	127	**	**	**	**	**	**	**
	21%	29%	8%	19%	17%	23%	18%	17%	31%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							
Base	935	205	155	399	399	-	-	-	134	-	-	-	-	-	-	-
Keeping/ transferring your phone number	211	69	10	72	72	**	**	**	**	**	**	**	**	**	**	**
	23%	34%	7%	18%	18%	**	**	**	**	**	**	**	**	**	**	**
		bcd		b	b											
Base	311	66	11	87	67	21	10	8	105	-	-	-	-	-	-	-
Paying the charge to exit your contract early	157	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	651	81	80	173	132	41	22	49	158	-	-	-	-	-	-	-
Setting up a new online account	72	**	**	19	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
Base	167	55	32	80	60	21	13	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	651	98	53	191	151	40	23	49	147	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	103 16%	26 27% bcde	4 7%	32 17% b	25 16% b	7 18% b	6 28% bcd	3 6%	28 19% a	** **	** **	** **	** **	** **	** **	** **
Base	297	-	-	-	-	-	-	43	148	-	-	-	-	-	-	-
Having new equipment installed by the new provider	54 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	309	-	-	-	-	-	-	45	155	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	394 22%	101 35% bcdef	13 7%	97 19% b	79 20% b	19 17% b	16 21% b	20 16% b	139 34% a	** **	** **	** **	** **	** **	** **	** **
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	412 23%	93 32% bcdef	15 8%	111 22% b	88 22% b	23 21% b	17 21% b	14 11%	148 36% a	** **	** **	** **	** **	** **	** **	** **

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	246	-	-	-	-	-	-	22	154	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	74 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	286	102	15	168	135	33	21	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	92 32%	** **	** **	51 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	316	-	-	-	-	-	-	35	154	-	-	-	-	-	-	-
Returning your previous provider's equipment	85 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	471	96	15	148	120	28	23	22	166	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	159 34%	** **	** **	45 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	439	107	18	121	96	25	25	27	106	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	182 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	200	-	-	-	-	-	-	24	144	-	-	-	-	-	-	-
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	78	-	-	-	-	-	-	3	65	**	**	**	**	**	**	**
	39%	-%	-%	-%	-%	-%	-%	12%	45%	**	**	**	**	**	**	**
									a							

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	782	-	-	-	-	-	-	373	404	613	130	40
Comparing what different providers are offering	101	**	**	**	**	**	**	70	30	96	3	**
	13%	**	**	**	**	**	**	19% b	7% b	16% b	2% b	**
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Understanding the relevant steps required to switch provider	341	**	**	**	**	**	**	206	126	306	31	3
	19%	**	**	**	**	**	**	24% b	14% b	22% bc	10% c	3% c
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Finding time to research the market	360	**	**	**	**	**	**	212	138	316	32	9
	20%	**	**	**	**	**	**	25% b	15% b	23% bc	10% bc	9% bc
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your previous provider	140	**	**	**	**	**	**	84	55	122	**	**
	27%	**	**	**	**	**	**	33% b	21% b	29% b	** b	** b
Base	493	-	-	-	-	-	-	245	242	403	76	15
Your previous provider trying to persuade you to stay	142	**	**	**	**	**	**	74	67	125	**	**
	29%	**	**	**	**	**	**	30% b	28% b	31% b	** b	** b
Base	535	-	-	-	-	-	-	250	281	445	78	11

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Getting a better deal with your previous provider	168	**	**	**	**	**	**	89	78	142	22	3
	31%	**	**	**	**	**	**	36%	28%	32%	29%	32%
								b				
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Contacting your new provider	315	**	**	**	**	**	**	178	135	284	26	4
	17%	**	**	**	**	**	**	21%	15%	20%	8%	4%
								b		bc		
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Cancelling your previous service	379	**	**	**	**	**	**	206	166	327	45	5
	21%	**	**	**	**	**	**	24%	18%	23%	14%	6%
								b		bc	c	
Base	935	-	-	-	-	-	-	462	471	723	170	42
Keeping/ transferring your phone number	211	**	**	**	**	**	**	115	96	191	19	**
	23%	**	**	**	**	**	**	25%	20%	26%	11%	**
										b		
Base	311	-	-	-	-	-	-	182	125	285	20	6
Paying the charge to exit your contract early	157	**	**	**	**	**	**	**	63	145	**	**
	50%	**	**	**	**	**	**	**	51%	51%	**	**
Base	651	-	-	-	-	-	-	304	342	486	128	37
Setting up a new online account	72	**	**	**	**	**	**	29	44	68	4	**
	11%	**	**	**	**	**	**	9%	13%	14%	3%	**
										b		

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	167	-	-	-	-	-	-	89	78	140	22	5
Unlocking your handset to take it with you	40	**	**	**	**	**	**	**	**	37	**	**
	24%	**	**	**	**	**	**	**	**	26%	**	**
Base	651	-	-	-	-	-	-	303	343	506	107	37
Getting the switch to happen on the date you wanted	103	**	**	**	**	**	**	56	47	98	3	**
	16%	**	**	**	**	**	**	18%	14%	19%	3%	**
										b		
Base	297	-	-	-	-	-	-	119	178	232	46	20
Having new equipment installed by the new provider	54	**	**	**	**	**	**	**	27	45	**	**
	18%	**	**	**	**	**	**	**	15%	19%	**	**
Base	309	-	-	-	-	-	-	145	158	238	58	12
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	**	**	**	**	**	**	**	14	42	**	**
	14%	**	**	**	**	**	**	**	9%	17%	**	**
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you always had access to your services	394	**	**	**	**	**	**	224	161	356	36	2
	22%	**	**	**	**	**	**	26%	17%	25%	12%	2%
								b		bc	c	
Base	1812	-	-	-	-	-	-	863	930	1400	313	96

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you were not paying for your old and new services at the same time	412	**	**	**	**	**	**	239	168	371	31	10
	23%	**	**	**	**	**	**	28% b	18%	26% bc	10%	10%
Base	246	-	-	-	-	-	-	120	120	204	34	7
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	74	**	**	**	**	**	**	**	29	67	**	**
	30%	**	**	**	**	**	**	**	24%	33%	**	**
Base	286	-	-	-	-	-	-	145	137	268	18	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	92	**	**	**	**	**	**	**	35	89	**	**
	32%	**	**	**	**	**	**	**	26%	33%	**	**
Base	316	-	-	-	-	-	-	138	174	237	60	19
Returning your previous provider's equipment	85	**	**	**	**	**	**	55	29	71	**	**
	27%	**	**	**	**	**	**	40% b	17%	30%	**	**
Base	471	-	-	-	-	-	-	243	226	427	40	2
Other devices or products you own not working with the new service	159	**	**	**	**	**	**	89	69	142	**	**
	34%	**	**	**	**	**	**	37%	30%	33%	**	**
Base	439	-	-	-	-	-	-	269	168	367	63	9

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Resolving billing issues with your previous provider	182	**	**	**	**	**	**	116	66	162	17	3
	41%	**	**	**	**	**	**	43%	40%	44%	26%	34%
										bc		
Base	200	-	-	-	-	-	-	117	81	175	18	6
Paying a disconnection charge to your previous provider	78	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	782	355	192	100	135	546	235	668	55	39	20	700	83	325	378
Comparing what different providers are offering	101	49	15	**	16	64	36	85	**	**	**	97	**	76	21
	13%	14% b	8%	**	12%	12%	15% b	13%	**	**	**	14%	**	23% b	6%
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Understanding the relevant steps required to switch provider	341	161	75	50	53	235	103	301	27	**	**	323	18	209	85
	19%	21%	18%	18%	16%	20%	17%	19%	19%	**	**	20% b	10%	26% b	11%
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Finding time to research the market	360	189	62	61	48	250	109	311	27	**	**	340	19	201	104
	20%	24% bdf	15%	23% bd	15%	21% bd	18%	20%	18%	**	**	21% b	11%	25% b	13%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your previous provider	140	75	19	**	**	95	45	120	**	**	**	134	**	74	52
	27%	30% b	16%	**	**	25% b	32% b	27%	**	**	**	28%	**	31% b	22%
Base	493	254	94	75	63	348	138	420	45	27	2	454	39	255	183
Your previous provider trying to persuade you to stay	142	76	**	**	**	98	44	126	**	**	**	131	**	90	40
	29%	30%	**	**	**	28%	32%	30%	**	**	**	29%	**	35% b	22%
Base	535	258	117	86	73	375	159	464	33	24	14	477	57	260	223

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Getting a better deal with your previous provider	168	83	41	27	16	124	44	153	3	**	**	155	13	92	68
	31%	32%	35%	32%	22%	33%	27%	33%	9%	**	**	32%	23%	35%	30%
		d	df	d		df		b				b		b	
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Contacting your new provider	315	157	61	42	53	218	95	279	20	**	**	293	22	204	63
	17%	20%	14%	15%	16%	18%	16%	18%	13%	**	**	18%	13%	25%	8%
		bf												b	
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Cancelling your previous service	379	205	64	57	52	269	109	336	15	**	**	358	20	216	113
	21%	26%	15%	21%	16%	22%	18%	22%	10%	**	**	22%	12%	27%	15%
		bdf	b	b		bdf		b				b		b	
Base	935	432	219	128	155	650	283	801	75	41	19	839	97	423	398
Keeping/ transferring your phone number	211	110	43	**	32	153	58	187	**	**	**	203	**	145	42
	23%	25%	20%	**	21%	24%	20%	23%	**	**	**	24%	**	34%	11%
														b	
Base	311	163	63	44	41	226	85	270	21	19	1	299	12	194	100
Paying the charge to exit your contract early	157	78	**	**	**	106	**	137	**	**	**	150	**	104	**
	50%	48%	**	**	**	47%	**	51%	**	**	**	50%	**	53%	**
Base	651	287	149	103	111	436	214	543	47	52	9	574	77	256	334
Setting up a new online account	72	52	7	**	5	59	14	59	**	**	**	68	**	45	23
	11%	18%	4%	**	4%	13%	6%	11%	**	**	**	12%	**	18%	7%
		bdf				bdf								b	

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	167	98	36	21	12	135	33	154	3	7	3	150	17	95	60
Unlocking your handset to take it with you	40	**	**	**	**	36	**	39	**	**	**	38	**	**	**
	24%	**	**	**	**	27%	**	25%	**	**	**	25%	**	**	**
Base	651	273	158	106	107	431	213	556	49	31	14	593	57	289	285
Getting the switch to happen on the date you wanted	103	52	23	**	14	75	29	98	**	**	**	102	**	64	29
	16%	19%	14%	**	13%	17%	13%	18%	**	**	**	17%	**	22% b	10%
Base	297	139	65	34	58	203	92	254	24	11	7	282	15	112	158
Having new equipment installed by the new provider	54	35	**	**	**	41	14	52	**	**	**	54	**	18	30
	18%	26% f	**	**	**	20%	15%	21%	**	**	**	19%	**	16%	19%
Base	309	135	70	53	50	206	103	252	33	19	4	279	30	147	131
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	16	**	**	**	32	12	35	**	**	**	44	**	16	23
	14%	12%	**	**	**	16%	12%	14%	**	**	**	16%	**	11%	18%
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you always had access to your services	394	217	70	59	45	287	105	353	20	**	**	375	19	236	100
	22%	28% bdf	16%	22% d	14%	24% bdf	17%	23% b	14%	**	**	23% b	11%	29% b	13%

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you were not paying for your old and new services at the same time	412	201	83	64	61	284	125	352	20	**	**	396	16	249	119
	23%	26% bdf	20%	24%	18%	24% d	21%	23% b	14%	**	**	24% b	9%	31% b	15%
Base	246	126	41	43	36	166	79	200	22	23	1	224	22	137	94
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	74	**	**	**	**	50	**	56	**	**	**	69	**	**	23
	30%	**	**	**	**	30%	**	28%	**	**	**	31%	**	**	24%
Base	286	153	51	43	37	204	80	250	25	8	3	255	30	169	87
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	92	47	**	**	**	63	**	80	**	**	**	80	**	65	**
	32%	31%	**	**	**	31%	**	32%	**	**	**	31%	**	38%	**
Base	316	126	66	59	59	192	119	254	31	24	7	293	23	148	139
Returning your previous provider's equipment	85	45	14	**	**	59	26	64	**	**	**	82	**	47	25
	27%	35% bf	21%	**	**	31%	22%	25%	**	**	**	28%	**	32% b	18%
Base	471	260	97	64	50	357	114	397	39	32	4	447	24	270	145
Other devices or products you own not working with the new service	159	97	**	**	**	124	**	135	**	**	**	155	**	102	40
	34%	37%	**	**	**	35%	**	34%	**	**	**	35%	**	38%	28%

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND b	WALES ~c	N IRELAND ~d	URBAN a	RURAL b	YES a	NO b
Significance Level: 95%															
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	439	226	91	51	69	318	120	375	33	24	6	412	26	222	144
Resolving billing issues with your previous provider	182	102	**	**	**	136	46	166	**	**	**	172	**	98	57
	41%	45%	**	**	**	43%	39%	44%	**	**	**	42%	**	44%	40%
Base	200	104	42	33	20	146	53	152	21	26	1	185	14	79	94
Paying a disconnection charge to your previous provider	78	**	**	**	**	**	**	**	**	**	**	70	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	38%	**	**	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	782	166	548	74	92	26	90	50	381	304	77
Comparing what different providers are offering	238	40	161	12	28	**	15	**	121	100	21
	30%	24%	29%	16%	31%	**	17%	**	32%	33%	27%
Base	1812	306	1282	133	173	54	153	99	976	758	218
Understanding the relevant steps required to switch provider	558	77	383	25	52	14	30	33	306	236	69
	31%	25%	30%	18%	30%	25%	20%	33%	31%	31%	32%
Base	1812	306	1282	133	173	54	153	99	976	758	218
Finding time to research the market	521	80	376	23	57	12	29	39	296	227	70
	29%	26%	29%	17%	33%	21%	19%	40%	30%	30%	32%
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your previous provider	178	31	128	**	25	**	**	**	97	77	**
	34%	37%	35%	**	45%	**	**	**	35%	34%	**
Base	493	69	302	22	47	15	28	26	233	188	45
Your previous provider trying to persuade you to stay	184	32	122	**	**	**	**	**	90	77	**
	37%	46%	40%	**	**	**	**	**	39%	41%	**
Base	535	94	356	32	62	20	39	36	261	202	60
Getting a better deal with your previous provider	156	21	105	**	14	**	8	**	84	63	**
	29%	22%	29%	**	22%	**	20%	**	32%	31%	**

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	1812	306	1282	133	173	54	153	99	976	758	218
Contacting your new provider	441	58	294	15	43	9	21	29	235	183	53
	24%	19%	23%	11%	25%	16%	14%	29%	24%	24%	24%
			a		a			ab			
Base	1812	306	1282	133	173	54	153	99	976	758	218
Cancelling your previous service	540	81	347	21	61	13	29	39	265	199	67
	30%	27%	27%	15%	35%	25%	19%	40%	27%	26%	31%
					a			ab			
Base	935	43	801	28	14	13	30	-	758	758	-
Keeping/ transferring your phone number	270	19	229	**	**	**	**	**	209	209	**
	29%	45%	29%	**	**	**	**	**	28%	28%	**
			b								
Base	311	33	198	12	22	5	12	16	165	131	34
Paying the charge to exit your contract early	165	**	103	**	**	**	**	**	84	**	**
	53%	**	52%	**	**	**	**	**	51%	**	**
Base	651	110	444	45	65	19	57	34	334	259	76
Setting up a new online account	173	22	103	5	17	**	7	**	82	60	21
	27%	20%	23%	11%	26%	**	12%	**	24%	23%	28%
					a						
Base	167	1	167	1	-	-	1	-	167	129	37
Unlocking your handset to take it with you	54	**	54	**	**	**	**	**	54	**	**
	32%	**	32%	**	**	**	**	**	32%	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	651	113	455	48	65	23	56	34	342	269	74
Getting the switch to happen on the date you wanted	209	24	132	7	17	**	9	**	108	86	**
	32%	22%	29%	14%	27%	**	15%	**	31%	32%	**
			a		a						
Base	297	106	106	28	78	28	40	38	-	-	-
Having new equipment installed by the new provider	88	24	24	**	20	**	8	**	**	**	**
	30%	23%	23%	**	25%	**	19%	**	**	**	**
Base	309	109	109	65	44	12	72	25	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	98	17	17	8	**	**	9	**	**	**	**
	32%	16%	16%	12%	**	**	12%	**	**	**	**
Base	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you always had access to your services	556	79	386	22	56	10	28	41	307	242	65
	31%	26%	30%	17%	33%	19%	18%	41%	31%	32%	30%
			a		a			ab			
Base	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you were not paying for your old and new services at the same time	529	81	359	21	60	13	28	40	278	208	70
	29%	26%	28%	16%	35%	24%	18%	40%	28%	27%	32%
					a			ab			

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	246	69	69	22	47	13	26	31	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	82	25	25	**	**	**	**	**	**	**	**
	33%	35%	35%	**	**	**	**	**	**	**	**
Base	286	*	286	-	*	-	*	-	285	227	58
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	**	114	**	**	**	**	**	113	86	**
	40%	**	40%	**	**	**	**	**	40%	38%	**
Base	316	127	127	56	70	29	64	34	-	-	-
Returning your previous provider's equipment	100	34	34	14	20	**	15	**	**	**	**
	32%	27%	27%	24%	29%	**	23%	**	**	**	**
Base	471	24	283	7	17	4	8	12	259	205	54
Other devices or products you own not working with the new service	198	**	111	**	**	**	**	**	100	76	**
	42%	**	39%	**	**	**	**	**	39%	37%	**
Base	439	60	306	21	39	9	27	23	246	190	56
Resolving billing issues with your previous provider	169	22	107	**	**	**	**	**	85	66	**
	38%	37%	35%	**	**	**	**	**	34%	35%	**
Base	200	32	32	13	19	3	15	15	-	-	-

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Paying a disconnection charge to your previous provider	75	10	10	2	8	1	3	7	-	-	-
	37%	32%	32%	18%	41%	29%	17%	47%	-%	-%	-%
					a	b		ab			

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	782	86	97	197	156	42	22	50	185	-	-	-	-	-	-	-
Comparing what different providers are offering	238	**	**	76	65	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	38%	41%	**	**	**	**	**	**	**	**	**	**	**
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	558	108	33	164	131	34	28	27	148	**	**	**	**	**	**	**
	31%	38%	18%	32%	33%	31%	35%	22%	36%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Finding time to research the market	521	97	32	167	136	31	28	32	114	**	**	**	**	**	**	**
	29%	34%	17%	33%	34%	29%	35%	25%	28%	**	**	**	**	**	**	**
		b		b	b	b	b									
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your previous provider	178	**	**	61	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	41%	**	**	**	**	**	**	**	**	**	**	**	**
Base	493	78	29	126	102	24	18	25	167	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	184	**	**	56	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	45%	**	**	**	**	**	**	**	**	**	**	**	**
Base	535	83	41	138	108	31	20	41	138	-	-	-	-	-	-	-
Getting a better deal with your previous provider	156	**	**	50	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	36%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Contacting your new provider	441	81	11	144	115	28	20	23	125	**	**	**	**	**	**	**
	24%	29%	6%	28%	29%	26%	26%	18%	31%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Cancelling your previous service	540	98	18	150	118	32	29	43	150	**	**	**	**	**	**	**
	30%	34%	9%	30%	30%	30%	36%	34%	37%	**	**	**	**	**	**	**
		b		b	b	b	b									
Base	935	205	155	399	399	-	-	-	134	-	-	-	-	-	-	-
Keeping/ transferring your phone number	270	66	19	124	124	**	**	**	**	**	**	**	**	**	**	**
	29%	32%	12%	31%	31%	**	**	**	**	**	**	**	**	**	**	**
		b		b	b											
Base	311	66	11	87	67	21	10	8	105	-	-	-	-	-	-	-
Paying the charge to exit your contract early	165	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	651	81	80	173	132	41	22	49	158	-	-	-	-	-	-	-
Setting up a new online account	173	**	**	52	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	30%	**	**	**	**	**	**	**	**	**	**	**	**
Base	167	55	32	80	60	21	13	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	651	98	53	191	151	40	23	49	147	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	209	36	8	63	50	13	7	11	66	**	**	**	**	**	**	**
	32%	37%	16%	33%	33%	32%	30%	23%	45%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Base	297	-	-	-	-	-	-	43	148	-	-	-	-	-	-	-
Having new equipment installed by the new provider	88	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	309	-	-	-	-	-	-	45	155	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	556	95	33	178	147	31	27	23	147	**	**	**	**	**	**	**
	31%	33%	18%	35%	37%	29%	34%	19%	36%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	529	97	26	154	115	39	24	36	135	**	**	**	**	**	**	**
	29%	34%	14%	30%	29%	36%	30%	29%	33%	**	**	**	**	**	**	**
		b		b	b	b	b									

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	246	-	-	-	-	-	-	22	154	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	82 33%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	286	102	15	168	135	33	21	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114 40%	** **	** **	63 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	316	-	-	-	-	-	-	35	154	-	-	-	-	-	-	-
Returning your previous provider's equipment	100 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	471	96	15	148	120	28	23	22	166	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	198 42%	** **	** **	65 44%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	439	107	18	121	96	25	25	27	106	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	169 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	200	-	-	-	-	-	-	24	144	-	-	-	-	-	-	-
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	75	-	-	-	-	-	-	10	54	**	**	**	**	**	**	**
	37%	-%	-%	-%	-%	-%	-%	42%	38%	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	782	-	-	-	-	-	-	373	404	613	130	40
Comparing what different providers are offering	238	**	**	**	**	**	**	125	109	206	28	**
	30%	**	**	**	**	**	**	33%	27%	34% b	22%	**
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Understanding the relevant steps required to switch provider	558	**	**	**	**	**	**	279	273	483	63	11
	31%	**	**	**	**	**	**	32%	29%	34% bc	20% c	11%
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Finding time to research the market	521	**	**	**	**	**	**	261	254	466	51	4
	29%	**	**	**	**	**	**	30%	27%	33% bc	16% c	5%
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your previous provider	178	**	**	**	**	**	**	85	92	156	**	**
	34%	**	**	**	**	**	**	33%	34%	37%	**	**
Base	493	-	-	-	-	-	-	245	242	403	76	15
Your previous provider trying to persuade you to stay	184	**	**	**	**	**	**	93	89	159	**	**
	37%	**	**	**	**	**	**	38%	37%	40%	**	**
Base	535	-	-	-	-	-	-	250	281	445	78	11
Getting a better deal with your previous provider	156	**	**	**	**	**	**	70	85	139	**	**
	29%	**	**	**	**	**	**	28%	30%	31%	**	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Contacting your new provider	441	**	**	**	**	**	**	259	177	382	51	8
	24%	**	**	**	**	**	**	30%	19%	27%	16%	9%
								b		bc	c	
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Cancelling your previous service	540	**	**	**	**	**	**	266	265	473	58	7
	30%	**	**	**	**	**	**	31%	28%	34%	19%	7%
										bc	c	
Base	935	-	-	-	-	-	-	462	471	723	170	42
Keeping/ transferring your phone number	270	**	**	**	**	**	**	139	129	238	28	**
	29%	**	**	**	**	**	**	30%	27%	33%	16%	**
										b		
Base	311	-	-	-	-	-	-	182	125	285	20	6
Paying the charge to exit your contract early	165	**	**	**	**	**	**	**	59	153	**	**
	53%	**	**	**	**	**	**	**	47%	54%	**	**
Base	651	-	-	-	-	-	-	304	342	486	128	37
Setting up a new online account	173	**	**	**	**	**	**	95	73	149	24	**
	27%	**	**	**	**	**	**	31%	21%	31%	19%	**
								b		b		
Base	167	-	-	-	-	-	-	89	78	140	22	5
Unlocking your handset to take it with you	54	**	**	**	**	**	**	**	**	48	**	**
	32%	**	**	**	**	**	**	**	**	34%	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	651	-	-	-	-	-	-	303	343	506	107	37
Getting the switch to happen on the date you wanted	209	**	**	**	**	**	**	105	102	180	26	**
	32%	**	**	**	**	**	**	35%	30%	36% b	24%	**
Base	297	-	-	-	-	-	-	119	178	232	46	20
Having new equipment installed by the new provider	88	**	**	**	**	**	**	**	49	82	**	**
	30%	**	**	**	**	**	**	**	28%	35%	**	**
Base	309	-	-	-	-	-	-	145	158	238	58	12
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	98	**	**	**	**	**	**	**	40	78	**	**
	32%	**	**	**	**	**	**	**	25%	33%	**	**
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you always had access to your services	556	**	**	**	**	**	**	274	276	475	70	10
	31%	**	**	**	**	**	**	32%	30%	34% bc	22% c	10%
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you were not paying for your old and new services at the same time	529	**	**	**	**	**	**	258	263	459	66	2
	29%	**	**	**	**	**	**	30%	28%	33% bc	21% c	2%

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	246	-	-	-	-	-	-	120	120	204	34	7
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	82	**	**	**	**	**	**	**	44	75	**	**
	33%	**	**	**	**	**	**	**	37%	37%	**	**
Base	286	-	-	-	-	-	-	145	137	268	18	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	**	**	**	**	**	**	**	50	105	**	**
	40%	**	**	**	**	**	**	**	36%	39%	**	**
Base	316	-	-	-	-	-	-	138	174	237	60	19
Returning your previous provider's equipment	100	**	**	**	**	**	**	41	55	84	**	**
	32%	**	**	**	**	**	**	30%	32%	35%	**	**
Base	471	-	-	-	-	-	-	243	226	427	40	2
Other devices or products you own not working with the new service	198	**	**	**	**	**	**	108	89	185	**	**
	42%	**	**	**	**	**	**	44%	40%	43%	**	**
Base	439	-	-	-	-	-	-	269	168	367	63	9
Resolving billing issues with your previous provider	169	**	**	**	**	**	**	104	63	144	**	**
	38%	**	**	**	**	**	**	39%	38%	39%	**	**
Base	200	-	-	-	-	-	-	117	81	175	18	6
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Paying a disconnection charge to your previous provider	75	**	**	**	**	**	**	49	25	72	1	-
	37%	**	**	**	**	**	**	41%	30%	41%	8%	-%
								b		bc	c	

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	782	355	192	100	135	546	235	668	55	39	20	700	83	325	378
Comparing what different providers are offering	238	123	50	**	34	173	64	205	**	**	**	221	**	107	91
	30%	35% bd	26%	**	25%	32%	27%	31%	**	**	**	32%	**	33% b	24%
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Understanding the relevant steps required to switch provider	558	280	111	90	76	391	166	489	33	**	**	518	40	252	226
	31%	36% bdf	26%	34% bd	23%	32% bdf	28%	32% b	22%	**	**	32% b	23%	31%	29%
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Finding time to research the market	521	267	111	71	70	378	141	456	35	**	**	489	33	259	184
	29%	34% bcd	26%	26%	21%	31% bdf	24%	29%	24%	**	**	30% b	19%	32% b	24%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your previous provider	178	88	55	**	**	143	33	149	**	**	**	166	**	89	74
	34%	35% f	44% f	**	**	38% f	23%	33%	**	**	**	35%	**	38%	31%
Base	493	254	94	75	63	348	138	420	45	27	2	454	39	255	183
Your previous provider trying to persuade you to stay	184	104	**	**	**	140	40	156	**	**	**	172	**	98	65
	37%	41% f	**	**	**	40% f	29%	37%	**	**	**	38%	**	38%	36%
Base	535	258	117	86	73	375	159	464	33	24	14	477	57	260	223

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Getting a better deal with your previous provider	156	75	26	38	16	101	54	130	10	**	**	141	15	85	53
	29%	29%	22%	44%	22%	27%	34%	28%	31%	**	**	30%	26%	33%	24%
		bd		abdef			bde							b	
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Contacting your new provider	441	215	95	63	65	310	128	376	36	**	**	417	24	197	177
	24%	28%	22%	23%	20%	26%	21%	24%	25%	**	**	25%	14%	24%	23%
		df				df						b			
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Cancelling your previous service	540	252	131	79	75	383	154	466	43	**	**	509	31	258	197
	30%	32%	31%	29%	23%	32%	26%	30%	29%	**	**	31%	18%	32%	25%
		df	d			df						b		b	
Base	935	432	219	128	155	650	283	801	75	41	19	839	97	423	398
Keeping/ transferring your phone number	270	134	63	**	31	197	71	225	**	**	**	251	**	127	98
	29%	31%	29%	**	20%	30%	25%	28%	**	**	**	30%	**	30%	25%
		d				d									
Base	311	163	63	44	41	226	85	270	21	19	1	299	12	194	100
Paying the charge to exit your contract early	165	92	**	**	**	126	**	136	**	**	**	158	**	87	**
	53%	57%	**	**	**	56%	**	50%	**	**	**	53%	**	45%	**
Base	651	287	149	103	111	436	214	543	47	52	9	574	77	256	334
Setting up a new online account	173	82	46	**	17	127	46	133	**	**	**	161	**	74	71
	27%	28%	31%	**	16%	29%	21%	25%	**	**	**	28%	**	29%	21%
		d	df			df								b	

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	167	98	36	21	12	135	33	154	3	7	3	150	17	95	60
Unlocking your handset to take it with you	54	**	**	**	**	48	**	46	**	**	**	53	**	**	**
	32%	**	**	**	**	36%	**	30%	**	**	**	35%	**	**	**
Base	651	273	158	106	107	431	213	556	49	31	14	593	57	289	285
Getting the switch to happen on the date you wanted	209	104	46	**	26	150	57	176	**	**	**	194	**	102	72
	32%	38% df	29%	**	25%	35% df	27%	32%	**	**	**	33%	**	35% b	25%
Base	297	139	65	34	58	203	92	254	24	11	7	282	15	112	158
Having new equipment installed by the new provider	88	43	**	**	**	60	28	76	**	**	**	88	**	40	40
	30%	31%	**	**	**	29%	30%	30%	**	**	**	31%	**	35%	26%
Base	309	135	70	53	50	206	103	252	33	19	4	279	30	147	131
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	98	58	**	**	**	68	29	78	**	**	**	95	**	55	35
	32%	43% f	**	**	**	33%	29%	31%	**	**	**	34%	**	37% b	26%
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you always had access to your services	556	262	122	78	92	383	170	463	56	**	**	518	39	260	212
	31%	34% f	29%	29%	28%	32%	28%	30%	39% a	**	**	32% b	22%	32% b	27%

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you were not paying for your old and new services at the same time	529 29%	266 34% bdf	117 27% d	78 29% d	63 19%	383 32% df	141 24%	452 29%	54 37%	** **	** **	491 30% b	39 22%	240 30% b	194 25%
Base	246	126	41	43	36	166	79	200	22	23	1	224	22	137	94
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	82 33%	** **	** **	** **	** **	49 29%	** **	72 36%	** **	** **	** **	75 34%	** **	** **	28 30%
Base	286	153	51	43	37	204	80	250	25	8	3	255	30	169	87
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114 40%	75 49%	** **	** **	** **	93 46%	** **	106 42%	** **	** **	** **	107 42%	** **	65 39%	** **
Base	316	126	66	59	59	192	119	254	31	24	7	293	23	148	139
Returning your previous provider's equipment	100 32%	38 30%	16 24%	** **	** **	54 28%	46 38% be	76 30%	** **	** **	** **	97 33%	** **	62 42% b	32 23%
Base	471	260	97	64	50	357	114	397	39	32	4	447	24	270	145
Other devices or products you own not working with the new service	198 42%	102 39%	** **	** **	** **	142 40%	** **	169 42%	** **	** **	** **	189 42%	** **	118 44%	57 40%

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND b	WALES ~c	N IRELAND ~d	URBAN a	RURAL b	YES a	NO b
Significance Level: 95%															
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	439	226	91	51	69	318	120	375	33	24	6	412	26	222	144
Resolving billing issues with your previous provider	169	82	**	**	**	119	50	133	**	**	**	166	**	86	49
	38%	36%	**	**	**	37%	41%	35%	**	**	**	40%	**	39%	34%
Base	200	104	42	33	20	146	53	152	21	26	1	185	14	79	94
Paying a disconnection charge to your previous provider	75	**	**	**	**	**	**	**	**	**	**	72	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	39%	**	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	782	166	548	74	92	26	90	50	381	304	77
Comparing what different providers are offering	338	48	205	15	34	**	16	**	157	128	29
	43%	29%	37%	20%	36%	**	18%	**	41%	42%	38%
			a		a						
Base	1812	306	1282	133	173	54	153	99	976	758	218
Understanding the relevant steps required to switch provider	899	102	600	29	73	16	35	51	498	381	117
	50%	33%	47%	21%	42%	29%	23%	51%	51%	50%	54%
			a		a			ab			
Base	1812	306	1282	133	173	54	153	99	976	758	218
Finding time to research the market	881	103	575	30	73	14	36	52	472	363	110
	49%	34%	45%	22%	42%	27%	24%	53%	48%	48%	50%
			a		a			ab			
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your previous provider	318	46	200	**	38	**	**	**	154	119	**
	61%	55%	55%	**	67%	**	**	**	55%	53%	**
Base	493	69	302	22	47	15	28	26	233	188	45
Your previous provider trying to persuade you to stay	326	43	195	**	**	**	**	**	152	120	**
	66%	63%	65%	**	**	**	**	**	65%	64%	**
Base	535	94	356	32	62	20	39	36	261	202	60
Getting a better deal with your previous provider	324	53	218	**	38	**	19	**	165	127	**
	61%	56%	61%	**	60%	**	49%	**	63%	63%	**

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	1812	306	1282	133	173	54	153	99	976	758	218
Contacting your new provider	756	81	481	21	59	12	25	44	400	313	87
	42%	26%	37%	16%	34%	21%	17%	44%	41%	41%	40%
			a		a			ab			
Base	1812	306	1282	133	173	54	153	99	976	758	218
Cancelling your previous service	919	119	577	29	90	20	42	58	458	346	112
	51%	39%	45%	22%	52%	37%	27%	58%	47%	46%	52%
			a		a	b		ab			
Base	935	43	801	28	14	13	30	-	758	758	-
Keeping/ transferring your phone number	481	31	391	**	**	**	**	**	360	360	**
	51%	72%	49%	**	**	**	**	**	48%	48%	**
		b									
Base	311	33	198	12	22	5	12	16	165	131	34
Paying the charge to exit your contract early	322	**	201	**	**	**	**	**	168	**	**
	103%	**	101%	**	**	**	**	**	102%	**	**
Base	651	110	444	45	65	19	57	34	334	259	76
Setting up a new online account	245	30	154	5	24	**	8	**	124	94	30
	38%	27%	35%	12%	37%	**	15%	**	37%	37%	39%
			a		a						
Base	167	1	167	1	-	-	1	-	167	129	37
Unlocking your handset to take it with you	94	**	94	**	**	**	**	**	94	**	**
	56%	**	56%	**	**	**	**	**	56%	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	651	113	455	48	65	23	56	34	342	269	74
Getting the switch to happen on the date you wanted	313	35	204	11	24	**	13	**	169	134	**
	48%	31%	45%	23%	37%	**	23%	**	49%	50%	**
			a		a						
Base	297	106	106	28	78	28	40	38	-	-	-
Having new equipment installed by the new provider	142	34	34	**	28	**	10	**	**	**	**
	48%	32%	32%	**	35%	**	25%	**	**	**	**
Base	309	109	109	65	44	12	72	25	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	142	26	26	10	**	**	11	**	**	**	**
	46%	24%	24%	15%	**	**	16%	**	**	**	**
Base	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you always had access to your services	951	103	622	29	75	15	34	54	518	414	105
	52%	34%	48%	21%	43%	27%	23%	55%	53%	55%	48%
			a		a			ab			
Base	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you were not paying for your old and new services at the same time	941	113	609	30	84	18	38	57	496	384	112
	52%	37%	47%	22%	48%	33%	25%	58%	51%	51%	52%
			a		a			ab			

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	246	69	69	22	47	13	26	31	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	155	33	33	**	**	**	**	**	**	**	**
	63%	48%	48%	**	**	**	**	**	**	**	**
Base	286	*	286	-	*	-	*	-	285	227	58
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	205	**	205	**	**	**	**	**	205	166	**
	72%	**	72%	**	**	**	**	**	72%	73%	**
Base	316	127	127	56	70	29	64	34	-	-	-
Returning your previous provider's equipment	185	50	50	18	32	**	20	**	**	**	**
	59%	39%	39%	32%	45%	**	31%	**	**	**	**
					a						
Base	471	24	283	7	17	4	8	12	259	205	54
Other devices or products you own not working with the new service	358	**	215	**	**	**	**	**	197	156	**
	76%	**	76%	**	**	**	**	**	76%	76%	**
Base	439	60	306	21	39	9	27	23	246	190	56
Resolving billing issues with your previous provider	351	47	243	**	**	**	**	**	195	153	**
	80%	78%	79%	**	**	**	**	**	79%	80%	**
Base	200	32	32	13	19	3	15	15	-	-	-

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Paying a disconnection charge to your previous provider	152	20	20	5	15	2	7	12	-	-	-
	76%	64%	64%	39%	80%	62%	45%	83%	-%	-%	-%
					a	b		ab			

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	782	86	97	197	156	42	22	50	185	-	-	-	-	-	-	-
Comparing what different providers are offering	338	**	**	93	78	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	47%	50%	**	**	**	**	**	**	**	**	**	**	**
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	899	193	49	255	198	57	47	37	263	**	**	**	**	**	**	**
	50%	68%	27%	50%	50%	53%	59%	30%	65%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Finding time to research the market	881	175	42	256	203	53	44	39	267	**	**	**	**	**	**	**
	49%	61%	22%	51%	51%	49%	55%	31%	66%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your previous provider	318	**	**	87	**	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	59%	**	**	**	**	**	**	**	**	**	**	**	**
Base	493	78	29	126	102	24	18	25	167	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	326	**	**	91	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	72%	**	**	**	**	**	**	**	**	**	**	**	**
Base	535	83	41	138	108	31	20	41	138	-	-	-	-	-	-	-
Getting a better deal with your previous provider	324	**	**	92	**	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	67%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Contacting your new provider	756	154	22	224	180	44	37	37	238	**	**	**	**	**	**	**
	42%	54%	12%	44%	45%	41%	46%	30%	59%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Cancelling your previous service	919	181	32	245	187	57	43	64	277	**	**	**	**	**	**	**
	51%	64%	17%	48%	47%	53%	54%	51%	68%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Base	935	205	155	399	399	-	-	-	134	-	-	-	-	-	-	-
Keeping/ transferring your phone number	481	135	29	196	196	**	**	**	**	**	**	**	**	**	**	**
	51%	66%	19%	49%	49%	**	**	**	**	**	**	**	**	**	**	**
		bcd		b	b											
Base	311	66	11	87	67	21	10	8	105	-	-	-	-	-	-	-
Paying the charge to exit your contract early	322	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	103%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	651	81	80	173	132	41	22	49	158	-	-	-	-	-	-	-
Setting up a new online account	245	**	**	71	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	41%	**	**	**	**	**	**	**	**	**	**	**	**
Base	167	55	32	80	60	21	13	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	94	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	651	98	53	191	151	40	23	49	147	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	313	62	12	95	75	20	13	14	94	**	**	**	**	**	**	**
	48%	64%	23%	50%	50%	50%	58%	29%	64%	**	**	**	**	**	**	**
		bcde		b	b	b	b		a							
Base	297	-	-	-	-	-	-	43	148	-	-	-	-	-	-	-
Having new equipment installed by the new provider	142	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	309	-	-	-	-	-	-	45	155	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	142	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	951	196	46	276	226	50	43	43	286	**	**	**	**	**	**	**
	52%	69%	25%	54%	57%	46%	54%	34%	71%	**	**	**	**	**	**	**
		bcdef		b	be	b	b		a							
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	941	190	41	265	203	62	41	50	283	**	**	**	**	**	**	**
	52%	67%	22%	52%	51%	57%	52%	40%	70%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	246	-	-	-	-	-	-	22	154	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	155 63%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	286	102	15	168	135	33	21	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	205 72%	** **	** **	115 68%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	316	-	-	-	-	-	-	35	154	-	-	-	-	-	-	-
Returning your previous provider's equipment	185 59%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	471	96	15	148	120	28	23	22	166	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	358 76%	** **	** **	110 74%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	439	107	18	121	96	25	25	27	106	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	351 80%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	200	-	-	-	-	-	-	24	144	-	-	-	-	-	-	-
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	152	-	-	-	-	-	-	13	119	**	**	**	**	**	**	**
	76%	-%	-%	-%	-%	-%	-%	55%	83%	**	**	**	**	**	**	**
									a							

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	782	-	-	-	-	-	-	373	404	613	130	40
Comparing what different providers are offering	338	**	**	**	**	**	**	195	139	301	31	**
	43%	**	**	**	**	**	**	52%	34%	49%	24%	**
								b		b		
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Understanding the relevant steps required to switch provider	899	**	**	**	**	**	**	485	399	789	94	14
	50%	**	**	**	**	**	**	56%	43%	56%	30%	15%
								b		bc	c	
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Finding time to research the market	881	**	**	**	**	**	**	473	392	782	83	13
	49%	**	**	**	**	**	**	55%	42%	56%	27%	14%
								b		bc	c	
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your previous provider	318	**	**	**	**	**	**	169	147	278	**	**
	61%	**	**	**	**	**	**	67%	55%	66%	**	**
								b				
Base	493	-	-	-	-	-	-	245	242	403	76	15
Your previous provider trying to persuade you to stay	326	**	**	**	**	**	**	167	157	284	**	**
	66%	**	**	**	**	**	**	68%	65%	71%	**	**
Base	535	-	-	-	-	-	-	250	281	445	78	11

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Getting a better deal with your previous provider	324	**	**	**	**	**	**	159	163	281	39	4
	61%	**	**	**	**	**	**	64%	58%	63%	50%	35%
								b		bc	c	
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Contacting your new provider	756	**	**	**	**	**	**	437	312	665	77	12
	42%	**	**	**	**	**	**	51%	34%	47%	25%	13%
								b		bc	c	
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Cancelling your previous service	919	**	**	**	**	**	**	472	431	800	103	13
	51%	**	**	**	**	**	**	55%	46%	57%	33%	13%
								b		bc	c	
Base	935	-	-	-	-	-	-	462	471	723	170	42
Keeping/ transferring your phone number	481	**	**	**	**	**	**	254	225	429	47	**
	51%	**	**	**	**	**	**	55%	48%	59%	28%	**
										b		
Base	311	-	-	-	-	-	-	182	125	285	20	6
Paying the charge to exit your contract early	322	**	**	**	**	**	**	**	122	298	**	**
	103%	**	**	**	**	**	**	**	98%	105%	**	**
Base	651	-	-	-	-	-	-	304	342	486	128	37
Setting up a new online account	245	**	**	**	**	**	**	124	117	217	28	**
	38%	**	**	**	**	**	**	41%	34%	45%	22%	**
										b		

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	167	-	-	-	-	-	-	89	78	140	22	5
Unlocking your handset to take it with you	94	**	**	**	**	**	**	**	**	85	**	**
	56%	**	**	**	**	**	**	**	**	60%	**	**
Base	651	-	-	-	-	-	-	303	343	506	107	37
Getting the switch to happen on the date you wanted	313	**	**	**	**	**	**	161	149	279	30	**
	48%	**	**	**	**	**	**	53%	43%	55%	28%	**
								b		b		
Base	297	-	-	-	-	-	-	119	178	232	46	20
Having new equipment installed by the new provider	142	**	**	**	**	**	**	**	76	127	**	**
	48%	**	**	**	**	**	**	**	43%	55%	**	**
Base	309	-	-	-	-	-	-	145	158	238	58	12
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	142	**	**	**	**	**	**	**	55	119	**	**
	46%	**	**	**	**	**	**	**	35%	50%	**	**
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you always had access to your services	951	**	**	**	**	**	**	499	437	831	106	11
	52%	**	**	**	**	**	**	58%	47%	59%	34%	12%
								b		bc	c	
Base	1812	-	-	-	-	-	-	863	930	1400	313	96

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you were not paying for your old and new services at the same time	941 52%	** **	** **	** **	** **	** **	** **	498 58% b	431 46% bc	830 59% bc	97 31% c	12 13%
Base	246	-	-	-	-	-	-	120	120	204	34	7
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	155 63%	** **	** **	** **	** **	** **	** **	** ** b	73 61%	142 70%	** ** c	** **
Base	286	-	-	-	-	-	-	145	137	268	18	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	205 72%	** **	** **	** **	** **	** **	** **	** ** b	85 62%	194 72%	** ** c	** **
Base	316	-	-	-	-	-	-	138	174	237	60	19
Returning your previous provider's equipment	185 59%	** **	** **	** **	** **	** **	** **	97 70% b	84 48%	155 65%	** ** c	** **
Base	471	-	-	-	-	-	-	243	226	427	40	2
Other devices or products you own not working with the new service	358 76%	** **	** **	** **	** **	** **	** **	198 81% b	158 70%	327 76%	** ** c	** **
Base	439	-	-	-	-	-	-	269	168	367	63	9
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Resolving billing issues with your previous provider	351	**	**	**	**	**	**	220	130	306	37	7
	80%	**	**	**	**	**	**	82%	77%	83%	60%	82%
								b		b		b
Base	200	-	-	-	-	-	-	117	81	175	18	6
Paying a disconnection charge to your previous provider	152	**	**	**	**	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	782	355	192	100	135	546	235	668	55	39	20	700	83	325	378
Comparing what different providers are offering	338	172	66	**	50	238	100	290	**	**	**	318	**	183	112
	43%	49%	34%	**	37%	43%	43%	43%	**	**	**	45%	**	56%	30%
		bd				b								b	
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Understanding the relevant steps required to switch provider	899	441	185	140	129	626	268	789	60	**	**	841	58	461	311
	50%	57%	44%	52%	39%	52%	45%	51%	41%	**	**	51%	34%	57%	40%
		bdf		bd		bdf		b				b		b	
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Finding time to research the market	881	455	173	132	118	628	250	767	62	**	**	829	52	460	289
	49%	59%	41%	49%	36%	52%	42%	50%	42%	**	**	51%	30%	57%	37%
		bcdef		bd		bdf						b		b	
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your previous provider	318	164	74	**	**	238	79	269	**	**	**	300	**	162	126
	61%	64%	60%	**	**	63%	55%	60%	**	**	**	63%	**	69%	53%
														b	
Base	493	254	94	75	63	348	138	420	45	27	2	454	39	255	183
Your previous provider trying to persuade you to stay	326	180	**	**	**	238	84	282	**	**	**	303	**	188	105
	66%	71%	**	**	**	68%	61%	67%	**	**	**	67%	**	74%	58%
														b	
Base	535	258	117	86	73	375	159	464	33	24	14	477	57	260	223

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Getting a better deal with your previous provider	324	158	67	66	33	226	98	283	13	**	**	296	28	177	121
	61%	61%	57%	76%	45%	60%	62%	61%	41%	**	**	62%	50%	68%	54%
		d	d	abdef		d	d	b				b		b	
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Contacting your new provider	756	372	156	105	119	528	223	655	56	**	**	711	46	401	240
	42%	48%	37%	39%	36%	44%	37%	42%	38%	**	**	43%	26%	50%	31%
		bcdf				bdf						b		b	
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Cancelling your previous service	919	457	195	136	126	652	263	803	58	**	**	867	51	474	310
	51%	59%	46%	51%	38%	54%	44%	52%	40%	**	**	53%	30%	59%	40%
		bcdf	d	d		bdf		b				b		b	
Base	935	432	219	128	155	650	283	801	75	41	19	839	97	423	398
Keeping/ transferring your phone number	481	244	106	**	63	350	128	411	**	**	**	454	**	271	140
	51%	56%	49%	**	41%	54%	45%	51%	**	**	**	54%	**	64%	35%
		df				df								b	
Base	311	163	63	44	41	226	85	270	21	19	1	299	12	194	100
Paying the charge to exit your contract early	322	170	**	**	**	232	**	273	**	**	**	308	**	191	**
	103%	104%	**	**	**	103%	**	101%	**	**	**	103%	**	98%	**
Base	651	287	149	103	111	436	214	543	47	52	9	574	77	256	334
Setting up a new online account	245	134	52	**	22	186	59	192	**	**	**	229	**	119	94
	38%	47%	35%	**	20%	43%	28%	35%	**	**	**	40%	**	47%	28%
		bdf	d			df								b	

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	167	98	36	21	12	135	33	154	3	7	3	150	17	95	60
Unlocking your handset to take it with you	94	**	**	**	**	85	**	84	**	**	**	91	**	**	**
	56%	**	**	**	**	63%	**	55%	**	**	**	61%	**	**	**
Base	651	273	158	106	107	431	213	556	49	31	14	593	57	289	285
Getting the switch to happen on the date you wanted	313	156	69	**	40	224	86	274	**	**	**	296	**	167	101
	48%	57% bdf	43%	**	37%	52% df	40%	49%	**	**	**	50%	**	58% b	35%
Base	297	139	65	34	58	203	92	254	24	11	7	282	15	112	158
Having new equipment installed by the new provider	142	78	**	**	**	100	42	128	**	**	**	142	**	57	70
	48%	56%	**	**	**	49%	45%	50%	**	**	**	50%	**	51%	44%
Base	309	135	70	53	50	206	103	252	33	19	4	279	30	147	131
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	142	74	**	**	**	100	42	113	**	**	**	139	**	71	58
	46%	55% f	**	**	**	49%	41%	45%	**	**	**	50%	**	48%	44%
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you always had access to your services	951	479	191	138	138	671	275	816	77	**	**	893	58	496	313
	52%	62% bcdef	45%	51% d	42%	56% bdf	46%	53%	53%	**	**	54% b	34%	62% b	40%

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you were not paying for your old and new services at the same time	941	467	200	142	124	667	266	804	74	**	**	886	55	488	312
	52%	60%	47%	53%	38%	55%	44%	52%	51%	**	**	54%	32%	61%	40%
		bdf	d	df		bdf	d					b		b	
Base	246	126	41	43	36	166	79	200	22	23	1	224	22	137	94
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	155	**	**	**	**	99	**	129	**	**	**	144	**	**	51
	63%	**	**	**	**	59%	**	64%	**	**	**	64%	**	**	54%
Base	286	153	51	43	37	204	80	250	25	8	3	255	30	169	87
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	205	122	**	**	**	156	**	186	**	**	**	187	**	130	**
	72%	79%	**	**	**	76%	**	75%	**	**	**	73%	**	77%	**
Base	316	126	66	59	59	192	119	254	31	24	7	293	23	148	139
Returning your previous provider's equipment	185	83	30	**	**	112	71	140	**	**	**	179	**	109	57
	59%	66%	45%	**	**	58%	60%	55%	**	**	**	61%	**	74%	41%
		b				b	b							b	
Base	471	260	97	64	50	357	114	397	39	32	4	447	24	270	145
Other devices or products you own not working with the new service	358	199	**	**	**	266	**	304	**	**	**	344	**	220	97
	76%	77%	**	**	**	75%	**	77%	**	**	**	77%	**	81%	67%
														b	

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Significance Level: 95%															
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	439	226	91	51	69	318	120	375	33	24	6	412	26	222	144
Resolving billing issues with your previous provider	351	185	**	**	**	254	96	299	**	**	**	338	**	183	106
	80%	81%	**	**	**	80%	80%	80%	**	**	**	82%	**	83%	74%
Base	200	104	42	33	20	146	53	152	21	26	1	185	14	79	94
Paying a disconnection charge to your previous provider	152	**	**	**	**	**	**	**	**	**	**	141	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	76%	**	**	**

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	782	166	548	74	92	26	90	50	381	304	77
Comparing what different providers are offering	444	118	342	59	59	**	73	**	224	176	48
	57%	71%	63%	80%	64%	**	82%	**	59%	58%	62%
		b	b	b							
Base	1812	306	1282	133	173	54	153	99	976	758	218
Understanding the relevant steps required to switch provider	913	204	683	105	99	39	117	48	479	378	101
	50%	67%	53%	79%	58%	71%	77%	49%	49%	50%	46%
		b	b	b		c	c				
Base	1812	306	1282	133	173	54	153	99	976	758	218
Finding time to research the market	931	203	707	104	100	40	117	47	504	396	108
	51%	66%	55%	78%	58%	73%	76%	47%	52%	52%	50%
		b	b	b		c	c				
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your previous provider	206	37	162	**	19	**	**	**	124	107	**
	39%	45%	45%	**	33%	**	**	**	45%	47%	**
Base	493	69	302	22	47	15	28	26	233	188	45
Your previous provider trying to persuade you to stay	168	26	107	**	**	**	**	**	81	68	**
	34%	37%	35%	**	**	**	**	**	35%	36%	**
Base	535	94	356	32	62	20	39	36	261	202	60
Getting a better deal with your previous provider	211	41	138	**	25	**	20	**	96	74	**
	39%	44%	39%	**	40%	**	51%	**	37%	37%	**

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	1812	306	1282	133	173	54	153	99	976	758	218
Contacting your new provider	1056	225	802	112	113	43	127	55	577	446	131
	58%	74%	63%	84%	66%	79%	83%	56%	59%	59%	60%
		b		b		c	c				
Base	1812	306	1282	133	173	54	153	99	976	758	218
Cancelling your previous service	894	187	705	104	83	34	111	41	518	413	106
	49%	61%	55%	78%	48%	63%	73%	42%	53%	54%	48%
		b		b		c	ac				
Base	935	43	801	28	14	13	30	-	758	758	-
Keeping/ transferring your phone number	488	46	444	**	**	**	**	**	398	398	**
	52%	107%	55%	**	**	**	**	**	52%	52%	**
		b									
Base	311	33	198	12	22	5	12	16	165	131	34
Paying the charge to exit your contract early	132	**	98	**	**	**	**	**	73	**	**
	43%	**	49%	**	**	**	**	**	44%	**	**
Base	651	110	444	45	65	19	57	34	334	259	76
Setting up a new online account	406	80	291	40	41	**	48	**	210	164	46
	62%	73%	65%	88%	63%	**	85%	**	63%	63%	61%
		b		b							
Base	167	1	167	1	-	-	1	-	167	129	37
Unlocking your handset to take it with you	73	**	73	**	**	**	**	**	73	**	**
	44%	**	44%	**	**	**	**	**	44%	**	**

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	651	113	455	48	65	23	56	34	342	269	74
Getting the switch to happen on the date you wanted	338	78	251	37	41	**	44	**	173	134	**
	52%	69%	55%	77%	63%	**	77%	**	51%	50%	**
		b		b							
Base	297	106	106	28	78	28	40	38	-	-	-
Having new equipment installed by the new provider	155	72	72	**	51	**	30	**	**	**	**
	52%	68%	68%	**	65%	**	75%	**	**	**	**
Base	309	109	109	65	44	12	72	25	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	167	82	82	55	**	**	60	**	**	**	**
	54%	76%	76%	85%	**	**	84%	**	**	**	**
Base	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you always had access to your services	862	203	661	105	98	40	118	44	458	345	113
	48%	66%	52%	79%	57%	73%	77%	45%	47%	45%	52%
		b		b		c	c				
Base	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you were not paying for your old and new services at the same time	871	193	673	104	89	36	115	42	480	375	105
	48%	63%	53%	78%	52%	67%	75%	42%	49%	49%	48%
		b		b		c	c				

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Base	246	69	69	22	47	13	26	31	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	91	36	36	**	**	**	**	**	**	**	**
	37%	52%	52%	**	**	**	**	**	**	**	**
Base	286	*	286	-	*	-	*	-	285	227	58
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80	**	80	**	**	**	**	**	80	61	**
	28%	**	28%	**	**	**	**	**	28%	27%	**
Base	316	127	127	56	70	29	64	34	-	-	-
Returning your previous provider's equipment	131	77	77	38	39	**	44	**	**	**	**
	41%	61%	61%	68% b	55%	**	69%	**	**	**	**
Base	471	24	283	7	17	4	8	12	259	205	54
Other devices or products you own not working with the new service	113	**	68	**	**	**	**	**	63	49	**
	24%	**	24%	**	**	**	**	**	24%	24%	**
Base	439	60	306	21	39	9	27	23	246	190	56
Resolving billing issues with your previous provider	88	13	64	**	**	**	**	**	51	37	**
	20%	22%	21%	**	**	**	**	**	21%	20%	**
Base	200	32	32	13	19	3	15	15	-	-	-

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Paying a disconnection charge to your previous provider	47	12	12	8	4	1	8	2	-	-	-
	24%	36%	36%	61%	20%	38%	55%	17%	-%	-%	-%
				b		c	ac				

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	782	86	97	197	156	42	22	50	185	-	-	-	-	-	-	-
Comparing what different providers are offering	444	**	**	104	78	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	53%	50%	**	**	**	**	**	**	**	**	**	**	**
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	913	91	136	251	201	51	33	88	143	**	**	**	**	**	**	**
	50%	32%	73%	50%	50%	47%	41%	70%	35%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Finding time to research the market	931	110	143	250	196	55	36	86	138	**	**	**	**	**	**	**
	51%	39%	78%	49%	49%	51%	45%	69%	34%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your previous provider	206	**	**	60	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	41%	**	**	**	**	**	**	**	**	**	**	**	**
Base	493	78	29	126	102	24	18	25	167	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	168	**	**	35	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	28%	**	**	**	**	**	**	**	**	**	**	**	**
Base	535	83	41	138	108	31	20	41	138	-	-	-	-	-	-	-
Getting a better deal with your previous provider	211	**	**	46	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Contacting your new provider	1056	131	163	283	219	64	43	87	167	**	**	**	**	**	**	**
	58%	46%	88%	56%	55%	59%	54%	70%	41%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Cancelling your previous service	894	103	153	262	212	50	37	61	128	**	**	**	**	**	**	**
	49%	36%	83%	52%	53%	47%	46%	49%	32%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Base	935	205	155	399	399	-	-	-	134	-	-	-	-	-	-	-
Keeping/ transferring your phone number	488	70	126	203	203	**	**	**	**	**	**	**	**	**	**	**
	52%	34%	81%	51%	51%	**	**	**	**	**	**	**	**	**	**	**
			acd	a	a											
Base	311	66	11	87	67	21	10	8	105	-	-	-	-	-	-	-
Paying the charge to exit your contract early	132	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	651	81	80	173	132	41	22	49	158	-	-	-	-	-	-	-
Setting up a new online account	406	**	**	102	**	**	**	**	**	**	**	**	**	**	**	**
	62%	**	**	59%	**	**	**	**	**	**	**	**	**	**	**	**
Base	167	55	32	80	60	21	13	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	651	98	53	191	151	40	23	49	147	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	338	36	41	96	76	20	10	35	52	**	**	**	**	**	**	**
	52%	36%	77%	50%	50%	50%	42%	71%	36%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Base	297	-	-	-	-	-	-	43	148	-	-	-	-	-	-	-
Having new equipment installed by the new provider	155	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	309	-	-	-	-	-	-	45	155	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	167	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	862	89	139	231	173	58	37	82	119	**	**	**	**	**	**	**
	48%	31%	75%	46%	43%	54%	46%	66%	29%	**	**	**	**	**	**	**
			acdef	a	a	ad	a	b								
Base	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	871	95	144	241	195	46	38	75	123	**	**	**	**	**	**	**
	48%	33%	78%	48%	49%	43%	48%	60%	30%	**	**	**	**	**	**	**
			acdef	a	a		a	b								

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Base	246	-	-	-	-	-	-	22	154	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	91 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	286	102	15	168	135	33	21	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80 28%	** **	** **	53 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	316	-	-	-	-	-	-	35	154	-	-	-	-	-	-	-
Returning your previous provider's equipment	131 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	471	96	15	148	120	28	23	22	166	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	113 24%	** **	** **	38 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	439	107	18	121	96	25	25	27	106	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	88 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	200	-	-	-	-	-	-	24	144	-	-	-	-	-	-	-
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	47	-	-	-	-	-	-	11	25	**	**	**	**	**	**	**
	24%	-%	-%	-%	-%	-%	-%	45% b	17%	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	782	-	-	-	-	-	-	373	404	613	130	40
Comparing what different providers are offering	444	**	**	**	**	**	**	178	265	311	99	**
	57%	**	**	**	**	**	**	48%	66%	51%	76%	**
									a		a	
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Understanding the relevant steps required to switch provider	913	**	**	**	**	**	**	378	531	611	218	82
	50%	**	**	**	**	**	**	44%	57%	44%	70%	85%
									a		a	ab
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Finding time to research the market	931	**	**	**	**	**	**	389	538	618	230	83
	51%	**	**	**	**	**	**	45%	58%	44%	73%	86%
									a		a	ab
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your previous provider	206	**	**	**	**	**	**	85	121	141	**	**
	39%	**	**	**	**	**	**	33%	45%	34%	**	**
									a			
Base	493	-	-	-	-	-	-	245	242	403	76	15
Your previous provider trying to persuade you to stay	168	**	**	**	**	**	**	79	85	119	**	**
	34%	**	**	**	**	**	**	32%	35%	29%	**	**
Base	535	-	-	-	-	-	-	250	281	445	78	11

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Getting a better deal with your previous provider	211	**	**	**	**	**	**	90	118	163	39	7
	39%	**	**	**	**	**	**	36%	42% a	37%	50% a	65% ab
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Contacting your new provider	1056	**	**	**	**	**	**	426	618	735	235	84
	58%	**	**	**	**	**	**	49%	66% a	53%	75% a	87% ab
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Cancelling your previous service	894	**	**	**	**	**	**	391	499	600	209	84
	49%	**	**	**	**	**	**	45%	54% a	43%	67% a	87% ab
Base	935	-	-	-	-	-	-	462	471	723	170	42
Keeping/ transferring your phone number	488	**	**	**	**	**	**	226	261	325	126	**
	52%	**	**	**	**	**	**	49%	56%	45%	74% a	**
Base	311	-	-	-	-	-	-	182	125	285	20	6
Paying the charge to exit your contract early	132	**	**	**	**	**	**	**	84	111	**	**
	43%	**	**	**	**	**	**	**	67%	39%	**	**
Base	651	-	-	-	-	-	-	304	342	486	128	37
Setting up a new online account	406	**	**	**	**	**	**	180	225	269	100	**
	62%	**	**	**	**	**	**	59%	66%	55%	78% a	**

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Base	167	-	-	-	-	-	-	89	78	140	22	5
Unlocking your handset to take it with you	73	**	**	**	**	**	**	**	**	56	**	**
	44%	**	**	**	**	**	**	**	**	40%	**	**
Base	651	-	-	-	-	-	-	303	343	506	107	37
Getting the switch to happen on the date you wanted	338	**	**	**	**	**	**	142	195	228	78	**
	52%	**	**	**	**	**	**	47%	57%	45%	72%	**
									a		a	
Base	297	-	-	-	-	-	-	119	178	232	46	20
Having new equipment installed by the new provider	155	**	**	**	**	**	**	**	102	105	**	**
	52%	**	**	**	**	**	**	**	57%	45%	**	**
Base	309	-	-	-	-	-	-	145	158	238	58	12
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	167	**	**	**	**	**	**	**	104	119	**	**
	54%	**	**	**	**	**	**	**	65%	50%	**	**
Base	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you always had access to your services	862	**	**	**	**	**	**	364	493	569	207	85
	48%	**	**	**	**	**	**	42%	53%	41%	66%	88%
									a		a	ab
Base	1812	-	-	-	-	-	-	863	930	1400	313	96

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you were not paying for your old and new services at the same time	871	**	**	**	**	**	**	365	499	570	215	84
	48%	**	**	**	**	**	**	42%	54%	41%	69%	87%
									a		a	ab
Base	246	-	-	-	-	-	-	120	120	204	34	7
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	91	**	**	**	**	**	**	**	47	62	**	**
	37%	**	**	**	**	**	**	**	39%	30%	**	**
Base	286	-	-	-	-	-	-	145	137	268	18	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80	**	**	**	**	**	**	**	52	74	**	**
	28%	**	**	**	**	**	**	**	38%	28%	**	**
Base	316	-	-	-	-	-	-	138	174	237	60	19
Returning your previous provider's equipment	131	**	**	**	**	**	**	41	90	83	**	**
	41%	**	**	**	**	**	**	30%	52%	35%	**	**
									a			
Base	471	-	-	-	-	-	-	243	226	427	40	2
Other devices or products you own not working with the new service	113	**	**	**	**	**	**	46	68	100	**	**
	24%	**	**	**	**	**	**	19%	30%	24%	**	**
									a			
Base	439	-	-	-	-	-	-	269	168	367	63	9
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Resolving billing issues with your previous provider	88	**	**	**	**	**	**	49	38	61	25	2
	20%	**	**	**	**	**	**	18%	23%	17%	40%	18%
									a		ac	
Base	200	-	-	-	-	-	-	117	81	175	18	6
Paying a disconnection charge to your previous provider	47	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	782	355	192	100	135	546	235	668	55	39	20	700	83	325	378
Comparing what different providers are offering	444	183	126	**	85	309	135	378	**	**	**	381	**	142	266
	57%	51%	66% ae	**	63% a	57%	57%	57%	**	**	**	55%	**	44%	70% a
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Understanding the relevant steps required to switch provider	913	337	240	129	201	578	331	760	86	**	**	798	115	344	466
	50%	43%	56% ace	48%	61% ace	48%	55% ae	49%	59% a	**	**	49%	66% a	43%	60% a
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Finding time to research the market	931	323	253	137	212	576	349	781	84	**	**	810	121	345	489
	51%	41%	59% ace	51% a	64% ace	48% a	58% ae	50%	58%	**	**	49%	70% a	43%	63% a
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your previous provider	206	91	50	**	**	141	65	178	**	**	**	175	**	73	112
	39%	36%	40%	**	**	37%	45%	40%	**	**	**	37%	**	31%	47% a
Base	493	254	94	75	63	348	138	420	45	27	2	454	39	255	183
Your previous provider trying to persuade you to stay	168	74	**	**	**	111	54	138	**	**	**	151	**	67	78
	34%	29%	**	**	**	32%	39%	33%	**	**	**	33%	**	26%	42% a
Base	535	258	117	86	73	375	159	464	33	24	14	477	57	260	223

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Getting a better deal with your previous provider	211	100	50	21	40	149	61	180	19	**	**	182	29	83	102
	39%	39%	43%	24%	55%	40%	38%	39%	59%	**	**	38%	50%	32%	46%
		c	c		abcef	c	c		a				a		a
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Contacting your new provider	1056	407	269	164	211	676	376	894	90	**	**	928	128	404	537
	58%	52%	63%	61%	64%	56%	63%	58%	62%	**	**	57%	74%	50%	69%
			ae	a	ae		ae						a		a
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Cancelling your previous service	894	321	231	133	203	552	336	746	88	**	**	772	122	331	467
	49%	41%	54%	49%	62%	46%	56%	48%	60%	**	**	47%	70%	41%	60%
			ae	a	abce		ae		a				a		a
Base	935	432	219	128	155	650	283	801	75	41	19	839	97	423	398
Keeping/ transferring your phone number	488	204	119	**	99	323	165	418	**	**	**	419	**	164	272
	52%	47%	54%	**	63%	50%	58%	52%	**	**	**	50%	**	39%	68%
					ae		ae								a
Base	311	163	63	44	41	226	85	270	21	19	1	299	12	194	100
Paying the charge to exit your contract early	132	58	**	**	**	94	**	108	**	**	**	117	**	58	**
	43%	35%	**	**	**	42%	**	40%	**	**	**	39%	**	30%	**
Base	651	287	149	103	111	436	214	543	47	52	9	574	77	256	334
Setting up a new online account	406	154	97	**	89	251	155	351	**	**	**	344	**	137	240
	62%	53%	65%	**	80%	57%	72%	65%	**	**	**	60%	**	53%	72%
			a		abe		ae								a

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	167	98	36	21	12	135	33	154	3	7	3	150	17	95	60
Unlocking your handset to take it with you	73	**	**	**	**	50	**	70	**	**	**	59	**	**	**
	44%	**	**	**	**	37%	**	45%	**	**	**	39%	**	**	**
Base	651	273	158	106	107	431	213	556	49	31	14	593	57	289	285
Getting the switch to happen on the date you wanted	338	118	90	**	67	207	127	282	**	**	**	297	**	122	185
	52%	43%	57%	**	63%	48%	60%	51%	**	**	**	50%	**	42%	65%
			a		ae		ae								a
Base	297	139	65	34	58	203	92	254	24	11	7	282	15	112	158
Having new equipment installed by the new provider	155	60	**	**	**	103	51	126	**	**	**	140	**	55	88
	52%	44%	**	**	**	51%	55%	50%	**	**	**	50%	**	49%	56%
Base	309	135	70	53	50	206	103	252	33	19	4	279	30	147	131
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	167	62	**	**	**	105	61	140	**	**	**	141	**	76	73
	54%	45%	**	**	**	51%	59%	55%	**	**	**	50%	**	52%	56%
						a									
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you always had access to your services	862	299	234	132	192	533	324	733	69	**	**	746	115	309	465
	48%	38%	55%	49%	58%	44%	54%	47%	47%	**	**	46%	66%	38%	60%
			ae	a	ace	a	ae						a		a

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you were not paying for your old and new services at the same time	871 48%	312 40%	225 53% ae	127 47%	206 62% abcef	537 45%	333 56% ace	745 48%	72 49%	** **	** **	753 46%	118 68% a	317 39%	465 60% a
Base	246	126	41	43	36	166	79	200	22	23	1	224	22	137	94
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	91 37%	** **	** **	** **	** **	68 41%	** **	72 36%	** **	** **	** **	80 36%	** **	** **	44 46%
Base	286	153	51	43	37	204	80	250	25	8	3	255	30	169	87
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80 28%	32 21%	** **	** **	** **	48 24%	** **	63 25%	** **	** **	** **	68 27%	** **	39 23%	** **
Base	316	126	66	59	59	192	119	254	31	24	7	293	23	148	139
Returning your previous provider's equipment	131 41%	44 34%	36 55% aef	** **	** **	80 42%	47 40%	114 45%	** **	** **	** **	113 39%	** **	39 26%	82 59% a
Base	471	260	97	64	50	357	114	397	39	32	4	447	24	270	145
Other devices or products you own not working with the new service	113 24%	61 23%	** **	** **	** **	91 25%	** **	93 23%	** **	** **	** **	103 23%	** **	50 19%	47 33% a

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND b	WALES ~c	N IRELAND ~d	URBAN a	RURAL b	YES a	NO b
Significance Level: 95%															
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Base	439	226	91	51	69	318	120	375	33	24	6	412	26	222	144
Resolving billing issues with your previous provider	88	42	**	**	**	64	24	76	**	**	**	74	**	39	37
	20%	19%	**	**	**	20%	20%	20%	**	**	**	18%	**	17%	26%
Base	200	104	42	33	20	146	53	152	21	26	1	185	14	79	94
Paying a disconnection charge to your previous provider	47	**	**	**	**	**	**	**	**	**	**	44	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	24%	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you were not paying for your old and new services at the same time (P)	162	10	90	**	9	**	**	**	80	68	**
	31%	12%	25%	**	17%	**	**	**	29%	30%	**
			a								
Contacting your previous provider	140	15	72	**	12	**	**	**	57	42	**
	27%	18%	20%	**	22%	**	**	**	20%	19%	**
Arranging the switch so that you always had access to your services (P)	133	7	75	**	6	**	**	**	68	60	**
	25%	8%	21%	**	10%	**	**	**	25%	26%	**
			a								
Finding time to research the market	132	9	70	**	6	**	**	**	61	48	**
	25%	10%	19%	**	11%	**	**	**	22%	21%	**
			a								
Cancelling your previous service (P)	126	12	82	**	10	**	**	**	70	52	**
	24%	15%	23%	**	18%	**	**	**	25%	23%	**
			a								
Contacting your new provider	102	6	66	**	4	**	**	**	60	50	**
	19%	7%	18%	**	7%	**	**	**	21%	22%	**
			a								
Understanding the relevant steps required to switch provider	96	10	71	**	9	**	**	**	62	48	**
	18%	12%	20%	**	16%	**	**	**	22%	21%	**
			a								

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Getting a better deal with your previous provider	80	17	54	**	13	**	**	**	36	30	**
	15%	21%	15%	**	23%	**	**	**	13%	13%	**
Resolving billing issues with your previous provider	77	7	54	**	5	**	**	**	47	36	**
	15%	9%	15%	**	9%	**	**	**	17%	16%	**
Keeping/ transferring your phone number	74	2	54	**	-	**	**	**	52	52	**
	14%	2%	15%	**	-%	**	**	**	19%	23%	**
Paying the charge to exit your contract early	69	3	38	**	3	**	**	**	35	27	**
	13%	3%	11%	**	5%	**	**	**	13%	12%	**
Other devices or products you own not working with the new service	64	3	38	**	2	**	**	**	36	31	**
	12%	3%	11%	**	4%	**	**	**	13%	14%	**
Your previous provider trying to persuade you to stay	52	5	23	**	5	**	**	**	18	12	**
	10%	6%	6%	**	8%	**	**	**	7%	5%	**
Getting the switch to happen on the date you wanted (P)	44	5	27	**	4	**	**	**	21	17	**
	8%	7%	7%	**	7%	**	**	**	8%	8%	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	41 8%	- -	41 11% a	** **	- -	** **	** **	** **	41 15%	37 17%	** **
Setting up a new online account	38 7%	2 3%	24 7%	** **	2 4%	** **	** **	** **	21 8%	18 8%	** **
Comparing what different providers are offering	34 6%	2 3%	13 4%	** **	1 3%	** **	** **	** **	10 4%	9 4%	** **
Having new equipment installed by the new provider	34 6%	6 7% b	6 2%	** **	5 9%	** **	** **	** **	- -%	- -%	** **
Returning your previous provider's equipment	31 6%	8 9% b	8 2%	** **	5 9%	** **	** **	** **	- -%	- -%	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31 6%	3 4% b	3 1%	** **	3 5%	** **	** **	** **	- -%	- -%	** **
Paying a disconnection charge to your previous provider	28 5%	2 3% b	2 1%	** **	2 4%	** **	** **	** **	- -%	- -%	** **

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	23	4	4	**	3	**	**	**	-	-	**
	4%	5%	1%	**	6%	**	**	**	-%	-%	**
Unlocking your handset to take it with you	12	-	12	**	-	**	**	**	12	7	**
	2%	-%	3%	**	-%	**	**	**	4%	3%	**
		a	a								
ANY PROCESS DIFFICULTIES (P)	256	21	146	**	18	**	**	**	125	100	**
	49%	26%	40%	**	32%	**	**	**	45%	44%	**
		a	a								
NONE OF THESE	183	38	145	**	21	**	**	**	107	93	**
	35%	45%	40%	**	36%	**	**	**	38%	41%	**
Answered	524	83	362	**	57	**	**	**	278	226	**
Mean number of difficulties	3.1	1.7	2.6	**	2.0	**	**	**	2.8	2.9	**
		a	a								
Standard deviation	3.61	2.39	3.05	**	2.47	**	**	**	3.18	3.31	**
Standard error	.17	.18	.15	**	.23	**	**	**	.22	.27	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	162	**	**	38	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	26%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	140	**	**	26	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	133	**	**	33	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	132	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	126	**	**	33	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	22%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	102	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	96	**	**	26	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	80	**	**	15	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	10%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	77	**	**	25	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	17%	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	74	**	**	24	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	16%	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	69	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	64	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	10%	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	52	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	44	**	**	13	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	41	**	**	22	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	15%	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	38	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Comparing what different providers are offering	34	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	34	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	31	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	28	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	23	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	12	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	256	**	**	61	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	42%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
NONE OF THESE	183	**	**	57	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	39%	**	**	**	**	**	**	**	**	**	**	**	**
Answered	524	**	**	147	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	3.1	**	**	2.6	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	3.61	**	**	2.87	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.17	**	**	.26	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you were not paying for your old and new services at the same time (P)	162	**	**	**	**	**	**	94	68	142	**	**
	31%	**	**	**	**	**	**	37%	25%	34%	**	**
								b				
Contacting your previous provider	140	**	**	**	**	**	**	84	55	122	**	**
	27%	**	**	**	**	**	**	33%	21%	29%	**	**
								b				
Arranging the switch so that you always had access to your services (P)	133	**	**	**	**	**	**	80	52	124	**	**
	25%	**	**	**	**	**	**	32%	19%	30%	**	**
								b				
Finding time to research the market	132	**	**	**	**	**	**	83	49	120	**	**
	25%	**	**	**	**	**	**	33%	18%	29%	**	**
								b				
Cancelling your previous service (P)	126	**	**	**	**	**	**	80	45	111	**	**
	24%	**	**	**	**	**	**	32%	17%	26%	**	**
								b				
Contacting your new provider	102	**	**	**	**	**	**	70	32	96	**	**
	19%	**	**	**	**	**	**	28%	12%	23%	**	**
								b				
Understanding the relevant steps required to switch provider	96	**	**	**	**	**	**	59	38	88	**	**
	18%	**	**	**	**	**	**	23%	14%	21%	**	**
								b				

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Getting a better deal with your previous provider	80	**	**	**	**	**	**	38	42	64	**	**
	15%	**	**	**	**	**	**	15%	16%	15%	**	**
Resolving billing issues with your previous provider	77	**	**	**	**	**	**	52	25	72	**	**
	15%	**	**	**	**	**	**	20%	9%	17%	**	**
								b				
Keeping/ transferring your phone number	74	**	**	**	**	**	**	40	34	70	**	**
	14%	**	**	**	**	**	**	16%	13%	17%	**	**
Paying the charge to exit your contract early	69	**	**	**	**	**	**	51	19	65	**	**
	13%	**	**	**	**	**	**	20%	7%	16%	**	**
								b				
Other devices or products you own not working with the new service	64	**	**	**	**	**	**	44	20	59	**	**
	12%	**	**	**	**	**	**	17%	7%	14%	**	**
								b				
Your previous provider trying to persuade you to stay	52	**	**	**	**	**	**	32	20	43	**	**
	10%	**	**	**	**	**	**	13%	8%	10%	**	**
Getting the switch to happen on the date you wanted (P)	44	**	**	**	**	**	**	27	17	42	**	**
	8%	**	**	**	**	**	**	10%	6%	10%	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	41	**	**	**	**	**	**	24	17	39	**	**
	8%	**	**	**	**	**	**	9%	6%	9%	**	**
Setting up a new online account	38	**	**	**	**	**	**	15	23	35	**	**
	7%	**	**	**	**	**	**	6%	8%	8%	**	**
Comparing what different providers are offering	34	**	**	**	**	**	**	27	7	34	**	**
	6%	**	**	**	**	**	**	11% b	3%	8%	**	**
Having new equipment installed by the new provider	34	**	**	**	**	**	**	21	13	27	**	**
	6%	**	**	**	**	**	**	8%	5%	6%	**	**
Returning your previous provider's equipment	31	**	**	**	**	**	**	18	13	29	**	**
	6%	**	**	**	**	**	**	7%	5%	7%	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	**	**	**	**	**	**	18	13	29	**	**
	6%	**	**	**	**	**	**	7%	5%	7%	**	**
Paying a disconnection charge to your previous provider	28	**	**	**	**	**	**	14	14	23	**	**
	5%	**	**	**	**	**	**	5%	5%	6%	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	23 4%	** **	** **	** **	** **	** **	** **	15 6%	8 3%	20 5%	** **	** **
Unlocking your handset to take it with you	12 2%	** **	** **	** **	** **	** **	** **	6 2%	6 2%	10 2%	** **	** **
ANY PROCESS DIFFICULTIES (P)	256 49%	** **	** **	** **	** **	** **	** **	146 58% b	109 41%	229 55%	** **	** **
NONE OF THESE	183 35%	** **	** **	** **	** **	** **	** **	71 28%	112 42% a	127 30%	** **	** **
Answered	524	**	**	**	**	**	**	254	269	419	**	**
Mean number of difficulties	3.1	**	**	**	**	**	**	3.9 b	2.3	3.5	**	**
Standard deviation	3.61	**	**	**	**	**	**	3.75	3.31	3.78	**	**
Standard error	.17	**	**	**	**	**	**	.29	.19	.20	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you were not paying for your old and new services at the same time (P)	162	95	25	**	**	120	42	131	**	**	**	158	**	98	52
	31%	37%	20%	**	**	32%	29%	29%	**	**	**	33%	**	42%	22%
		b				b								b	
Contacting your previous provider	140	75	19	**	**	95	45	120	**	**	**	134	**	74	52
	27%	30%	16%	**	**	25%	32%	27%	**	**	**	28%	**	31%	22%
		b				b	b							b	
Arranging the switch so that you always had access to your services (P)	133	89	13	**	**	101	32	115	**	**	**	129	**	82	36
	25%	35%	10%	**	**	27%	22%	26%	**	**	**	27%	**	35%	15%
		bef				b	b							b	
Finding time to research the market	132	79	19	**	**	98	34	112	**	**	**	126	**	77	43
	25%	31%	15%	**	**	26%	24%	25%	**	**	**	27%	**	33%	18%
		b				b								b	
Cancelling your previous service (P)	126	83	14	**	**	97	29	106	**	**	**	121	**	67	45
	24%	32%	12%	**	**	26%	20%	24%	**	**	**	25%	**	28%	19%
		bf				b								b	
Contacting your new provider	102	62	18	**	**	80	23	86	**	**	**	100	**	60	35
	19%	24%	14%	**	**	21%	16%	19%	**	**	**	21%	**	26%	15%
		b												b	
Understanding the relevant steps required to switch provider	96	58	13	**	**	71	25	88	**	**	**	88	**	59	27
	18%	23%	10%	**	**	19%	17%	20%	**	**	**	19%	**	25%	11%
		b				b								b	

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Getting a better deal with your previous provider	80 15%	44 17%	16 13%	** **	** **	61 16%	20 14%	69 15%	** **	** **	** **	74 16%	** **	45 19%	33 14%
Resolving billing issues with your previous provider	77 15%	49 19% b	12 10%	** **	** **	61 16%	16 11%	74 16%	** **	** **	** **	74 16%	** **	50 21% b	19 8%
Keeping/ transferring your phone number	74 14%	43 17%	13 11%	** **	** **	56 15%	18 12%	62 14%	** **	** **	** **	71 15%	** **	52 22% b	22 9%
Paying the charge to exit your contract early	69 13%	38 15% b	10 8%	** **	** **	48 13%	21 15%	59 13%	** **	** **	** **	66 14%	** **	48 21% b	16 7%
Other devices or products you own not working with the new service	64 12%	51 20% bef	- -%	** **	** **	51 13% b	14 10% b	53 12%	** **	** **	** **	63 13%	** **	41 17% b	20 8%
Your previous provider trying to persuade you to stay	52 10%	29 11% b	3 3%	** **	** **	33 9% b	20 14% b	42 9%	** **	** **	** **	47 10%	** **	24 10%	23 10%
Getting the switch to happen on the date you wanted (P)	44 8%	30 12% b	4 3%	** **	** **	34 9% b	10 7%	42 9%	** **	** **	** **	43 9%	** **	26 11% b	12 5%

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	41	24	4	**	**	28	12	36	**	**	**	35	**	27	11
	8%	9%	4%	**	**	8%	9%	8%	**	**	**	7%	**	11%	5%
		b												b	
Setting up a new online account	38	32	1	**	**	33	5	31	**	**	**	34	**	17	19
	7%	13%	*%	**	**	9%	4%	7%	**	**	**	7%	**	7%	8%
		bf				b									
Comparing what different providers are offering	34	25	4	**	**	29	5	30	**	**	**	34	**	29	4
	6%	10%	4%	**	**	8%	3%	7%	**	**	**	7%	**	12%	2%
		bf												b	
Having new equipment installed by the new provider	34	21	1	**	**	21	12	33	**	**	**	34	**	11	21
	6%	8%	*%	**	**	6%	9%	7%	**	**	**	7%	**	5%	9%
		b				b	b								
Returning your previous provider's equipment	31	21	4	**	**	25	6	25	**	**	**	31	**	11	16
	6%	8%	3%	**	**	6%	4%	6%	**	**	**	6%	**	5%	7%
		b													
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	15	10	**	**	25	6	26	**	**	**	30	**	13	17
	6%	6%	8%	**	**	7%	4%	6%	**	**	**	6%	**	6%	7%
Paying a disconnection charge to your previous provider	28	18	4	**	**	22	5	23	**	**	**	27	**	10	17
	5%	7%	3%	**	**	6%	4%	5%	**	**	**	6%	**	4%	7%

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	23	10	6	**	**	16	6	14	**	**	**	23	**	10	13
	4%	4%	5%	**	**	4%	4%	3%	**	**	**	5%	**	4%	6%
Unlocking your handset to take it with you	12	8	3	**	**	11	1	12	**	**	**	12	**	9	3
	2%	3%	3%	**	**	3%	1%	3%	**	**	**	3%	**	4%	1%
ANY PROCESS DIFFICULTIES (P)	256	149	39	**	**	188	69	216	**	**	**	249	**	141	89
	49%	59%	31%	**	**	50%	48%	48%	**	**	**	53%	**	60%	37%
		be				b	b							b	
NONE OF THESE	183	67	58	**	**	125	57	157	**	**	**	155	**	58	109
	35%	26%	47%	**	**	33%	40%	35%	**	**	**	33%	**	25%	46%
		ae				a	a							a	
Answered	524	255	124	**	**	379	143	447	**	**	**	475	**	235	238
Mean number of difficulties	3.1	3.9	1.7	**	**	3.2	2.8	3.1	**	**	**	3.3	**	4.0	2.3
		bef				b	b							b	
Standard deviation	3.61	4.18	2.15	**	**	3.78	3.14	3.69	**	**	**	3.65	**	3.75	3.51
Standard error	.17	.29	.19	**	**	.21	.27	.18	**	**	**	.18	**	.27	.23

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you always had access to your services (P)	186 36%	24 29%	117 32%	** **	20 35%	** **	** **	** **	93 34%	70 31%	** **
Cancelling your previous service (P)	186 36%	31 37%	109 30%	** **	24 43%	** **	** **	** **	78 28%	62 27%	** **
Understanding the relevant steps required to switch provider	184 35%	20 24%	108 30%	** **	16 27%	** **	** **	** **	88 32%	68 30%	** **
Contacting your previous provider	178 34%	31 37%	128 35%	** **	25 45%	** **	** **	** **	97 35%	77 34%	** **
Arranging the switch so that you were not paying for your old and new services at the same time (P)	147 28%	26 31%	106 29%	** **	21 38%	** **	** **	** **	80 29%	58 25%	** **
Finding time to research the market	143 27%	26 31%	107 29%	** **	22 38%	** **	** **	** **	81 29%	63 28%	** **
Contacting your new provider	142 27%	15 18%	89 25%	** **	13 23%	** **	** **	** **	74 27%	57 25%	** **
Getting the switch to happen on the date you wanted (P)	102 19%	8 10%	64 18%	** **	7 12%	** **	** **	** **	56 20%	45 20%	** **

a

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Other devices or products you own not working with the new service	95	6	51	**	5	**	**	**	45	33	**
	18%	7%	14%	**	9%	**	**	**	16%	15%	**
			a								
Keeping/ transferring your phone number	74	1	65	**	1	**	**	**	64	64	**
	14%	2%	18%	**	1%	**	**	**	23%	28%	**
			a								
Paying the charge to exit your contract early	71	5	33	**	3	**	**	**	29	25	**
	14%	6%	9%	**	5%	**	**	**	10%	11%	**
Comparing what different providers are offering	71	13	53	**	10	**	**	**	40	34	**
	14%	16%	15%	**	18%	**	**	**	14%	15%	**
Getting a better deal with your previous provider	67	8	39	**	5	**	**	**	31	24	**
	13%	9%	11%	**	9%	**	**	**	11%	11%	**
Setting up a new online account	61	10	40	**	8	**	**	**	30	25	**
	12%	12%	11%	**	14%	**	**	**	11%	11%	**
Your previous provider trying to persuade you to stay	60	11	39	**	8	**	**	**	28	23	**
	11%	13%	11%	**	14%	**	**	**	10%	10%	**
Resolving billing issues with your previous provider	59	6	36	**	5	**	**	**	30	23	**
	11%	7%	10%	**	9%	**	**	**	11%	10%	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Returning your previous provider's equipment	47	12	12	**	9	**	**	**	-	-	**
	9%	14%	3%	**	16%	**	**	**	-%	-%	**
		b									
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	38	7	7	**	6	**	**	**	-	-	**
	7%	9%	2%	**	11%	**	**	**	-%	-%	**
		b									
Paying a disconnection charge to your previous provider	36	3	3	**	2	**	**	**	-	-	**
	7%	4%	1%	**	4%	**	**	**	-%	-%	**
		b									
Having new equipment installed by the new provider	31	8	8	**	8	**	**	**	-	-	**
	6%	10%	2%	**	14%	**	**	**	-%	-%	**
		b									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	31	-	31	**	-	**	**	**	31	23	**
	6%	-%	8%	**	-%	**	**	**	11%	10%	**
			a								
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26	10	10	**	9	**	**	**	-	-	**
	5%	11%	3%	**	16%	**	**	**	-%	-%	**
		b									
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Unlocking your handset to take it with you	24	-	24	**	-	**	**	**	24	20	**
	5%	-%	7%	**	-%	**	**	**	9%	9%	**
			a								
ANY PROCESS DIFFICULTIES (P)	342	50	220	**	37	**	**	**	171	132	**
	65%	60%	61%	**	66%	**	**	**	61%	59%	**
NONE OF THESE	102	17	79	**	8	**	**	**	62	56	**
	19%	20%	22%	**	14%	**	**	**	22%	25%	**
Answered	524	83	362	**	57	**	**	**	278	226	**
Mean number of difficulties	3.9	3.4	3.5	**	4.0	**	**	**	3.6	3.5	**
Standard deviation	3.11	2.99	2.87	**	3.15	**	**	**	2.84	2.91	**
Standard error	.14	.22	.14	**	.29	**	**	**	.19	.24	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	186	**	**	52	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	36%	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	186	**	**	52	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	35%	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	184	**	**	52	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	35%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	178	**	**	61	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	41%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	147	**	**	50	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	34%	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	143	**	**	48	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	142	**	**	48	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	102	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	95	**	**	30	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	74	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	71	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	71	**	**	29	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	67	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	61	**	**	18	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	12%	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	60	**	**	17	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	12%	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	59	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	10%	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	47	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	38	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	36	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	31	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	31	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	24	**	**	11	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	342	**	**	96	**	**	**	**	**	**	**	**	**	**	**	**
	65%	**	**	65%	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
NONE OF THESE	102	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Answered	524	**	**	147	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	3.9	**	**	4.1	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	3.11	**	**	3.00	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.14	**	**	.27	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you always had access to your services (P)	186	**	**	**	**	**	**	100	85	153	**	**
	36%	**	**	**	**	**	**	39%	32%	36%	**	**
Cancelling your previous service (P)	186	**	**	**	**	**	**	83	102	157	**	**
	36%	**	**	**	**	**	**	33%	38%	37%	**	**
Understanding the relevant steps required to switch provider	184	**	**	**	**	**	**	100	83	158	**	**
	35%	**	**	**	**	**	**	39%	31%	38%	**	**
Contacting your previous provider	178	**	**	**	**	**	**	85	92	156	**	**
	34%	**	**	**	**	**	**	33%	34%	37%	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	147	**	**	**	**	**	**	83	63	124	**	**
	28%	**	**	**	**	**	**	33%	24%	30%	**	**
								b				
Finding time to research the market	143	**	**	**	**	**	**	80	62	120	**	**
	27%	**	**	**	**	**	**	31%	23%	29%	**	**
								b				
Contacting your new provider	142	**	**	**	**	**	**	77	64	123	**	**
	27%	**	**	**	**	**	**	30%	24%	29%	**	**
Getting the switch to happen on the date you wanted (P)	102	**	**	**	**	**	**	57	44	90	**	**
	19%	**	**	**	**	**	**	22%	16%	21%	**	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Other devices or products you own not working with the new service	95 18%	** **	** **	** **	** **	** **	** **	58 23% b	37 14%	90 21%	** **	** **
Keeping/ transferring your phone number	74 14%	** **	** **	** **	** **	** **	** **	41 16%	33 12%	61 15%	** **	** **
Paying the charge to exit your contract early	71 14%	** **	** **	** **	** **	** **	** **	56 22% b	16 6%	63 15%	** **	** **
Comparing what different providers are offering	71 14%	** **	** **	** **	** **	** **	** **	38 15%	33 12%	56 13%	** **	** **
Getting a better deal with your previous provider	67 13%	** **	** **	** **	** **	** **	** **	34 13%	33 12%	60 14%	** **	** **
Setting up a new online account	61 12%	** **	** **	** **	** **	** **	** **	41 16% b	21 8%	54 13%	** **	** **
Your previous provider trying to persuade you to stay	60 11%	** **	** **	** **	** **	** **	** **	31 12%	29 11%	53 13%	** **	** **
Resolving billing issues with your previous provider	59 11%	** **	** **	** **	** **	** **	** **	45 18% b	14 5%	46 11%	** **	** **

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Returning your previous provider's equipment	47	**	**	**	**	**	**	24	23	43	**	**
	9%	**	**	**	**	**	**	9%	9%	10%	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	38	**	**	**	**	**	**	21	17	36	**	**
	7%	**	**	**	**	**	**	8%	6%	8%	**	**
Paying a disconnection charge to your previous provider	36	**	**	**	**	**	**	25	11	35	**	**
	7%	**	**	**	**	**	**	10% b	4%	8%	**	**
Having new equipment installed by the new provider	31	**	**	**	**	**	**	14	18	30	**	**
	6%	**	**	**	**	**	**	5%	7%	7%	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	31	**	**	**	**	**	**	17	14	28	**	**
	6%	**	**	**	**	**	**	7%	5%	7%	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26	**	**	**	**	**	**	13	13	23	**	**
	5%	**	**	**	**	**	**	5%	5%	6%	**	**
Unlocking your handset to take it with you	24	**	**	**	**	**	**	13	11	22	**	**
	5%	**	**	**	**	**	**	5%	4%	5%	**	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
ANY PROCESS DIFFICULTIES (P)	342	**	**	**	**	**	**	173	168	288	**	**
	65%	**	**	**	**	**	**	68%	62%	69%	**	**
NONE OF THESE	102	**	**	**	**	**	**	48	54	62	**	**
	19%	**	**	**	**	**	**	19%	20%	15%	**	**
Answered	524	**	**	**	**	**	**	254	269	419	**	**
Mean number of difficulties	3.9	**	**	**	**	**	**	4.5	3.4	4.2	**	**
								b				
Standard deviation	3.11	**	**	**	**	**	**	3.41	2.71	3.12	**	**
Standard error	.14	**	**	**	**	**	**	.26	.16	.16	**	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you always had access to your services (P)	186	86	49	**	**	135	50	151	**	**	**	175	**	84	85
	36%	34%	39%	**	**	36%	35%	34%	**	**	**	37%	**	36%	36%
Cancelling your previous service (P)	186	88	46	**	**	134	51	161	**	**	**	177	**	85	80
	36%	35%	37%	**	**	35%	35%	36%	**	**	**	37%	**	36%	34%
Understanding the relevant steps required to switch provider	184	92	41	**	**	133	51	151	**	**	**	173	**	79	85
	35%	36%	33%	**	**	35%	35%	34%	**	**	**	36%	**	33%	36%
Contacting your previous provider	178	88	55	**	**	143	33	149	**	**	**	166	**	89	74
	34%	35%	44%	**	**	38%	23%	33%	**	**	**	35%	**	38%	31%
		f	f			f									
Arranging the switch so that you were not paying for your old and new services at the same time (P)	147	82	28	**	**	110	35	124	**	**	**	139	**	60	67
	28%	32%	23%	**	**	29%	25%	28%	**	**	**	29%	**	25%	28%
Finding time to research the market	143	82	23	**	**	105	37	120	**	**	**	136	**	64	60
	27%	32%	18%	**	**	28%	26%	27%	**	**	**	29%	**	27%	25%
		b				b									
Contacting your new provider	142	70	30	**	**	100	41	124	**	**	**	134	**	67	58
	27%	27%	24%	**	**	26%	29%	28%	**	**	**	28%	**	28%	24%
Getting the switch to happen on the date you wanted (P)	102	53	27	**	**	80	22	85	**	**	**	95	**	55	38
	19%	21%	22%	**	**	21%	15%	19%	**	**	**	20%	**	23%	16%

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Other devices or products you own not working with the new service	95 18%	51 20%	26 21%	** **	** **	76 20%	19 13%	82 18%	** **	** **	** **	95 20%	** **	53 23% b	30 13%
Keeping/ transferring your phone number	74 14%	47 18% f	21 17% f	** **	** **	68 18% f	6 4%	59 13%	** **	** **	** **	72 15%	** **	45 19% b	26 11%
Paying the charge to exit your contract early	71 14%	43 17%	12 9%	** **	** **	55 14%	16 11%	53 12%	** **	** **	** **	70 15%	** **	41 17% b	20 8%
Comparing what different providers are offering	71 14%	41 16% b	10 8%	** **	** **	51 14%	19 14%	58 13%	** **	** **	** **	67 14%	** **	30 13%	35 15%
Getting a better deal with your previous provider	67 13%	27 11%	16 13%	** **	** **	43 11%	24 17%	52 12%	** **	** **	** **	64 14%	** **	34 14%	27 12%
Setting up a new online account	61 12%	30 12%	13 10%	** **	** **	43 11%	18 13%	40 9%	** **	** **	** **	60 13%	** **	24 10%	29 12%
Your previous provider trying to persuade you to stay	60 11%	40 16% f	10 8%	** **	** **	50 13% f	9 6%	49 11%	** **	** **	** **	58 12%	** **	27 11%	30 13%
Resolving billing issues with your previous provider	59 11%	32 13% b	7 5%	** **	** **	39 10%	21 14% b	40 9%	** **	** **	** **	58 12%	** **	26 11%	24 10%

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Returning your previous provider's equipment	47	23	6	**	**	29	17	30	**	**	**	46	**	27	17
	9%	9%	5%	**	**	8%	12% b	7%	**	**	**	10%	**	11%	7%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	38	21	7	**	**	28	10	27	**	**	**	37	**	18	18
	7%	8%	6%	**	**	7%	7%	6%	**	**	**	8%	**	8%	8%
Paying a disconnection charge to your previous provider	36	20	7	**	**	27	10	22	**	**	**	35	**	10	18
	7%	8%	5%	**	**	7%	7%	5%	**	**	**	7%	**	4%	8%
Having new equipment installed by the new provider	31	16	8	**	**	24	7	22	**	**	**	31	**	11	17
	6%	6%	7%	**	**	6%	5%	5%	**	**	**	6%	**	5%	7%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	31	22	5	**	**	27	4	30	**	**	**	28	**	13	15
	6%	9% f	4%	**	**	7%	3%	7%	**	**	**	6%	**	5%	6%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26	14	3	**	**	18	8	25	**	**	**	25	**	16	6
	5%	6%	3%	**	**	5%	6%	6%	**	**	**	5%	**	7% b	2%

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Unlocking your handset to take it with you	24	19	3	**	**	23	1	20	**	**	**	24	**	14	8
	5%	8%	3%	**	**	6%	1%	4%	**	**	**	5%	**	6%	3%
		f				f									
ANY PROCESS DIFFICULTIES (P)	342	177	76	**	**	253	87	289	**	**	**	321	**	160	144
	65%	70%	61%	**	**	67%	61%	65%	**	**	**	68%	**	68%	61%
NONE OF THESE	102	47	25	**	**	72	30	93	**	**	**	82	**	33	59
	19%	18%	20%	**	**	19%	21%	21%	**	**	**	17%	**	14%	25%
															a
Answered	524	255	124	**	**	379	143	447	**	**	**	475	**	235	238
Mean number of difficulties	3.9	4.3	3.7	**	**	4.1	3.6	3.7	**	**	**	4.1	**	4.1	3.7
		f													
Standard deviation	3.11	3.27	3.13	**	**	3.23	2.77	2.81	**	**	**	3.12	**	2.81	3.37
Standard error	.14	.23	.28	**	**	.18	.24	.14	**	**	**	.15	**	.21	.22

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you always had access to your services (P)	319	31	193	**	26	**	**	**	162	130	**
	61%	37%	53%	**	45%	**	**	**	58%	57%	**
			a								
Contacting your previous provider	318	46	200	**	38	**	**	**	154	119	**
	61%	55%	55%	**	67%	**	**	**	55%	53%	**
Cancelling your previous service (P)	312	43	192	**	34	**	**	**	148	114	**
	60%	52%	53%	**	61%	**	**	**	53%	50%	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	309	36	196	**	31	**	**	**	160	126	**
	59%	44%	54%	**	55%	**	**	**	57%	56%	**
			a								
Understanding the relevant steps required to switch provider	280	30	179	**	24	**	**	**	149	117	**
	54%	36%	50%	**	43%	**	**	**	54%	52%	**
			a								
Finding time to research the market	274	35	176	**	28	**	**	**	142	111	**
	52%	42%	49%	**	50%	**	**	**	51%	49%	**
Contacting your new provider	244	21	155	**	17	**	**	**	134	107	**
	47%	25%	43%	**	30%	**	**	**	48%	47%	**
			a								

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Other devices or products you own not working with the new service	160	9	89	**	7	**	**	**	81	64	**
	30%	10%	25%	**	13%	**	**	**	29%	28%	**
Keeping/ transferring your phone number	148	3	119	**	1	**	**	**	116	116	**
	28%	3%	33%	**	1%	**	**	**	42%	51%	**
Getting a better deal with your previous provider	148	25	93	**	18	**	**	**	68	54	**
	28%	30%	26%	**	32%	**	**	**	24%	24%	**
Getting the switch to happen on the date you wanted (P)	146	14	91	**	11	**	**	**	77	62	**
	28%	17%	25%	**	19%	**	**	**	28%	27%	**
Paying the charge to exit your contract early	140	7	72	**	5	**	**	**	64	52	**
	27%	9%	20%	**	9%	**	**	**	23%	23%	**
Resolving billing issues with your previous provider	137	13	90	**	11	**	**	**	77	59	**
	26%	16%	25%	**	19%	**	**	**	28%	26%	**
Your previous provider trying to persuade you to stay	112	16	62	**	13	**	**	**	46	35	**
	21%	19%	17%	**	22%	**	**	**	17%	15%	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Comparing what different providers are offering	105	15	65	**	12	**	**	**	50	42	**
	20%	18%	18%	**	21%	**	**	**	18%	19%	**
Setting up a new online account	99	12	63	**	10	**	**	**	51	42	**
	19%	15%	18%	**	17%	**	**	**	18%	19%	**
Returning your previous provider's equipment	78	20	20	**	14	**	**	**	-	-	**
	15%	24%	5%	**	25%	**	**	**	-%	-%	**
		b									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	71	-	71	**	-	**	**	**	71	60	**
	14%	-%	20%	**	-%	**	**	**	26%	27%	**
		a									
Having new equipment installed by the new provider	65	14	14	**	13	**	**	**	-	-	**
	12%	17%	4%	**	23%	**	**	**	-%	-%	**
		b									
Paying a disconnection charge to your previous provider	64	5	5	**	4	**	**	**	-	-	**
	12%	7%	2%	**	8%	**	**	**	-%	-%	**
		b									
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	61	11	11	**	10	**	**	**	-	-	**
	12%	14%	3%	**	17%	**	**	**	-%	-%	**
		b									

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	57	13	13	**	12	**	**	**	-	-	**
	11%	16%	4%	**	21%	**	**	**	-%	-%	**
Unlocking your handset to take it with you	36	-	36	**	-	**	**	**	36	27	**
	7%	-%	10%	**	-%	**	**	**	13%	12%	**
ANY PROCESS DIFFICULTIES (P)	403	54	258	**	41	**	**	**	204	160	**
	77%	65%	71%	**	73%	**	**	**	73%	71%	**
NONE OF THESE	76	13	61	**	6	**	**	**	47	43	**
	14%	16%	17%	**	10%	**	**	**	17%	19%	**
Answered	524	83	362	**	57	**	**	**	278	226	**
Mean number of difficulties	7.0	5.1	6.1	**	6.0	**	**	**	6.4	6.4	**
Standard deviation	4.96	4.23	4.56	**	4.21	**	**	**	4.61	4.75	**
Standard error	.23	.31	.23	**	.39	**	**	**	.31	.39	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services (P)	319	**	**	85	**	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	58%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	318	**	**	87	**	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	59%	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	312	**	**	85	**	**	**	**	**	**	**	**	**	**	**	**
	60%	**	**	58%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	309	**	**	88	**	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	60%	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	280	**	**	78	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	53%	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	274	**	**	82	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	56%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	244	**	**	75	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	51%	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	160	**	**	44	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	30%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Keeping/ transferring your phone number	148	**	**	58	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	40%	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	148	**	**	35	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	24%	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	146	**	**	48	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	32%	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	140	**	**	40	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	137	**	**	39	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	112	**	**	26	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	105	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	99	**	**	25	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	17%	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	78	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	71 14%	** **	** **	38 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Having new equipment installed by the new provider	65 12%	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	64 12%	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	61 12%	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	57 11%	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Unlocking your handset to take it with you	36 7%	** **	** **	17 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
ANY PROCESS DIFFICULTIES (P)	403 77%	** **	** **	109 74%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
NONE OF THESE	76	**	**	21	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**
Answered	524	**	**	147	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	7.0	**	**	6.7	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	4.96	**	**	4.47	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.23	**	**	.41	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you always had access to your services (P)	319	**	**	**	**	**	**	181	138	277	**	**
	61%	**	**	**	**	**	**	71% b	51%	66%	**	**
Contacting your previous provider	318	**	**	**	**	**	**	169	147	278	**	**
	61%	**	**	**	**	**	**	67% b	55%	66%	**	**
Cancelling your previous service (P)	312	**	**	**	**	**	**	164	147	268	**	**
	60%	**	**	**	**	**	**	64% b	55%	64%	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	309	**	**	**	**	**	**	177	131	267	**	**
	59%	**	**	**	**	**	**	70% b	49%	64%	**	**
Understanding the relevant steps required to switch provider	280	**	**	**	**	**	**	159	120	247	**	**
	54%	**	**	**	**	**	**	63% b	45%	59%	**	**
Finding time to research the market	274	**	**	**	**	**	**	163	110	239	**	**
	52%	**	**	**	**	**	**	64% b	41%	57%	**	**
Contacting your new provider	244	**	**	**	**	**	**	148	96	219	**	**
	47%	**	**	**	**	**	**	58% b	36%	52%	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Other devices or products you own not working with the new service	160 30%	** **	** **	** **	** **	** **	** **	102 40% b	57 21%	148 35%	** **	** **
Keeping/ transferring your phone number	148 28%	** **	** **	** **	** **	** **	** **	81 32%	67 25%	131 31%	** **	** **
Getting a better deal with your previous provider	148 28%	** **	** **	** **	** **	** **	** **	72 28%	75 28%	124 30%	** **	** **
Getting the switch to happen on the date you wanted (P)	146 28%	** **	** **	** **	** **	** **	** **	83 33% b	61 23%	131 31%	** **	** **
Paying the charge to exit your contract early	140 27%	** **	** **	** **	** **	** **	** **	106 42% b	34 13%	128 31%	** **	** **
Resolving billing issues with your previous provider	137 26%	** **	** **	** **	** **	** **	** **	97 38% b	39 15%	118 28%	** **	** **
Your previous provider trying to persuade you to stay	112 21%	** **	** **	** **	** **	** **	** **	63 25%	49 18%	96 23%	** **	** **
Comparing what different providers are offering	105 20%	** **	** **	** **	** **	** **	** **	65 26% b	40 15%	90 21%	** **	** **

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Setting up a new online account	99	**	**	**	**	**	**	56	43	89	**	**
	19%	**	**	**	**	**	**	22%	16%	21%	**	**
Returning your previous provider's equipment	78	**	**	**	**	**	**	41	36	72	**	**
	15%	**	**	**	**	**	**	16%	14%	17%	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	71	**	**	**	**	**	**	41	31	68	**	**
	14%	**	**	**	**	**	**	16%	12%	16%	**	**
Having new equipment installed by the new provider	65	**	**	**	**	**	**	35	30	57	**	**
	12%	**	**	**	**	**	**	14%	11%	14%	**	**
Paying a disconnection charge to your previous provider	64	**	**	**	**	**	**	39	25	58	**	**
	12%	**	**	**	**	**	**	15%	9%	14%	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	61	**	**	**	**	**	**	36	25	56	**	**
	12%	**	**	**	**	**	**	14%	9%	13%	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	57	**	**	**	**	**	**	31	26	53	**	**
	11%	**	**	**	**	**	**	12%	10%	13%	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Unlocking your handset to take it with you	36	**	**	**	**	**	**	19	16	32	**	**
	7%	**	**	**	**	**	**	7%	6%	8%	**	**
ANY PROCESS DIFFICULTIES (P)	403	**	**	**	**	**	**	210	192	345	**	**
	77%	**	**	**	**	**	**	83%	72%	82%	**	**
								b				
NONE OF THESE	76	**	**	**	**	**	**	31	45	42	**	**
	14%	**	**	**	**	**	**	12%	17%	10%	**	**
Answered	524	**	**	**	**	**	**	254	269	419	**	**
Mean number of difficulties	7.0	**	**	**	**	**	**	8.4	5.8	7.7	**	**
								b				
Standard deviation	4.96	**	**	**	**	**	**	5.00	4.60	4.89	**	**
Standard error	.23	**	**	**	**	**	**	.39	.27	.26	**	**
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you always had access to your services (P)	319	175	61	**	**	236	82	266	**	**	**	304	**	165	121
	61%	69%	50%	**	**	62%	57%	59%	**	**	**	64%	**	70%	51%
		bf				b								b	
Contacting your previous provider	318	164	74	**	**	238	79	269	**	**	**	300	**	162	126
	61%	64%	60%	**	**	63%	55%	60%	**	**	**	63%	**	69%	53%
						b								b	
Cancelling your previous service (P)	312	171	61	**	**	231	80	267	**	**	**	297	**	152	124
	60%	67%	49%	**	**	61%	56%	60%	**	**	**	63%	**	65%	52%
		bf				b								b	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	309	178	53	**	**	231	77	255	**	**	**	297	**	157	119
	59%	70%	43%	**	**	61%	54%	57%	**	**	**	63%	**	67%	50%
		bef				b								b	
Understanding the relevant steps required to switch provider	280	150	54	**	**	204	76	240	**	**	**	261	**	138	112
	54%	59%	44%	**	**	54%	53%	54%	**	**	**	55%	**	59%	47%
		b												b	
Finding time to research the market	274	161	42	**	**	203	71	232	**	**	**	263	**	141	104
	52%	63%	34%	**	**	54%	50%	52%	**	**	**	55%	**	60%	44%
		bef				b	b							b	
Contacting your new provider	244	131	48	**	**	180	64	210	**	**	**	234	**	127	93
	47%	52%	39%	**	**	47%	45%	47%	**	**	**	49%	**	54%	39%
		b												b	

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Other devices or products you own not working with the new service	160	101	26	**	**	127	33	135	**	**	**	159	**	94	50
	30%	40%	21%	**	**	34%	23%	30%	**	**	**	33%	**	40%	21%
		bf				bf								b	
Keeping/ transferring your phone number	148	90	34	**	**	124	24	121	**	**	**	142	**	97	48
	28%	35%	28%	**	**	33%	17%	27%	**	**	**	30%	**	41%	20%
		f	f			f								b	
Getting a better deal with your previous provider	148	71	32	**	**	104	44	121	**	**	**	138	**	79	60
	28%	28%	26%	**	**	27%	31%	27%	**	**	**	29%	**	34%	25%
Getting the switch to happen on the date you wanted (P)	146	82	31	**	**	114	32	127	**	**	**	139	**	81	50
	28%	32%	25%	**	**	30%	22%	28%	**	**	**	29%	**	35%	21%
		f												b	
Paying the charge to exit your contract early	140	82	21	**	**	103	38	111	**	**	**	136	**	89	37
	27%	32%	17%	**	**	27%	26%	25%	**	**	**	29%	**	38%	15%
		b				b								b	
Resolving billing issues with your previous provider	137	81	18	**	**	100	37	114	**	**	**	132	**	76	43
	26%	32%	15%	**	**	26%	26%	25%	**	**	**	28%	**	32%	18%
		b				b	b							b	
Your previous provider trying to persuade you to stay	112	69	14	**	**	82	29	91	**	**	**	106	**	50	53
	21%	27%	11%	**	**	22%	20%	20%	**	**	**	22%	**	21%	22%
		b				b	b								

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Comparing what different providers are offering	105	66	15	**	**	81	24	88	**	**	**	101	**	59	39
	20%	26%	12%	**	**	21%	17%	20%	**	**	**	21%	**	25%	16%
		b				b								b	
Setting up a new online account	99	63	13	**	**	76	23	71	**	**	**	94	**	40	48
	19%	25%	11%	**	**	20%	16%	16%	**	**	**	20%	**	17%	20%
		b				b									
Returning your previous provider's equipment	78	44	9	**	**	53	23	56	**	**	**	76	**	37	33
	15%	17%	7%	**	**	14%	16%	12%	**	**	**	16%	**	16%	14%
		b				b									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	71	46	10	**	**	55	16	66	**	**	**	63	**	40	26
	14%	18%	8%	**	**	15%	11%	15%	**	**	**	13%	**	17%	11%
		b													
Having new equipment installed by the new provider	65	37	9	**	**	45	20	55	**	**	**	65	**	22	38
	12%	14%	7%	**	**	12%	14%	12%	**	**	**	14%	**	9%	16%
		b												a	
Paying a disconnection charge to your previous provider	64	38	11	**	**	49	15	45	**	**	**	63	**	20	35
	12%	15%	8%	**	**	13%	11%	10%	**	**	**	13%	**	8%	15%
														a	

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	61	32	13	**	**	45	16	42	**	**	**	60	**	28	31
	12%	12%	10%	**	**	12%	11%	9%	**	**	**	13%	**	12%	13%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	57	29	13	**	**	43	14	52	**	**	**	56	**	29	23
	11%	12%	11%	**	**	11%	10%	12%	**	**	**	12%	**	13%	10%
Unlocking your handset to take it with you	36	27	7	**	**	34	2	32	**	**	**	36	**	23	10
	7%	11%	6%	**	**	9%	2%	7%	**	**	**	8%	**	10%	4%
		f				f								b	
ANY PROCESS DIFFICULTIES (P)	403	211	85	**	**	296	106	340	**	**	**	380	**	201	163
	77%	83%	68%	**	**	78%	74%	76%	**	**	**	80%	**	85%	69%
		bf				b								b	
NONE OF THESE	76	27	22	**	**	49	27	67	**	**	**	59	**	16	50
	14%	11%	17%	**	**	13%	19%	15%	**	**	**	12%	**	7%	21%
						a								a	
Answered	524	255	124	**	**	379	143	447	**	**	**	475	**	235	238
Mean number of difficulties	7.0	8.2	5.4	**	**	7.3	6.4	6.9	**	**	**	7.4	**	8.1	6.0
		bef				b								b	
Standard deviation	4.96	5.04	4.47	**	**	5.03	4.76	4.84	**	**	**	4.93	**	4.64	5.13
Standard error	.23	.35	.40	**	**	.28	.41	.24	**	**	**	.24	**	.34	.34

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Contacting your new provider	280	62	207	**	39	**	**	**	145	119	**
	53%	75%	57%	**	70%	**	**	**	52%	53%	**
Finding time to research the market	250	48	185	**	29	**	**	**	137	115	**
	48%	58%	51%	**	50%	**	**	**	49%	51%	**
Understanding the relevant steps required to switch provider	244	53	182	**	32	**	**	**	129	110	**
	46%	64%	50%	**	57%	**	**	**	46%	48%	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	215	47	166	**	26	**	**	**	119	100	**
	41%	56%	46%	**	45%	**	**	**	43%	44%	**
Cancelling your previous service (P)	212	40	170	**	22	**	**	**	130	112	**
	40%	48%	47%	**	39%	**	**	**	47%	50%	**
Contacting your previous provider	206	37	162	**	19	**	**	**	124	107	**
	39%	45%	45%	**	33%	**	**	**	45%	47%	**
Arranging the switch so that you always had access to your services (P)	205	52	169	**	31	**	**	**	117	96	**
	39%	63%	47%	**	55%	**	**	**	42%	43%	**

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Setting up a new online account	140	26	96	**	17	**	**	**	70	58	**
	27%	31%	26%	**	30%	**	**	**	25%	25%	**
Keeping/ transferring your phone number	133	7	117	**	3	**	**	**	110	110	**
	25%	8%	32%	**	5%	**	**	**	40%	49%	**
			a								
Comparing what different providers are offering	111	32	79	**	20	**	**	**	47	39	**
	21%	39%	22%	**	35%	**	**	**	17%	17%	**
		b									
Getting the switch to happen on the date you wanted (P)	109	26	80	**	17	**	**	**	55	48	**
	21%	31%	22%	**	29%	**	**	**	20%	21%	**
		b									
Getting a better deal with your previous provider	55	13	39	**	7	**	**	**	26	22	**
	10%	15%	11%	**	12%	**	**	**	9%	10%	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	55	25	25	**	12	**	**	**	-	-	**
	10%	30%	7%	**	21%	**	**	**	-%	-%	**
		b									
Having new equipment installed by the new provider	50	27	27	**	21	**	**	**	-	-	**
	9%	32%	7%	**	37%	**	**	**	-%	-%	**
		b									

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Paying the charge to exit your contract early	46	6	35	**	4	**	**	**	29	25	**
	9%	8%	10%	**	7%	**	**	**	10%	11%	**
Your previous provider trying to persuade you to stay	43	9	29	**	6	**	**	**	20	18	**
	8%	11%	8%	**	11%	**	**	**	7%	8%	**
Other devices or products you own not working with the new service	39	1	25	**	-	**	**	**	25	21	**
	8%	1%	7%	**	-%	**	**	**	9%	9%	**
		a									
Returning your previous provider's equipment	36	22	22	**	14	**	**	**	-	-	**
	7%	26%	6%	**	25%	**	**	**	-%	-%	**
		b									
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	35	13	13	**	10	**	**	**	-	-	**
	7%	15%	4%	**	17%	**	**	**	-%	-%	**
		b									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	26	-	26	**	-	**	**	**	26	20	**
	5%	-%	7%	**	-%	**	**	**	10%	9%	**
		a									
Unlocking your handset to take it with you	19	-	19	**	-	**	**	**	19	15	**
	4%	-%	5%	**	-%	**	**	**	7%	7%	**
		a									

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Resolving billing issues with your previous provider	19	2	19	**	2	**	**	**	17	13	**
	4%	2%	5%	**	3%	**	**	**	6%	6%	**
Paying a disconnection charge to your previous provider	17	2	2	**	1	**	**	**	-	-	**
	3%	3%	1%	**	2%	**	**	**	-%	-%	**
		b									
NONE OF THESE	92	6	52	**	5	**	**	**	46	38	**
	18%	7%	14%	**	10%	**	**	**	16%	17%	**
			a								

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your new provider	280	**	**	72	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	49%	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	250	**	**	65	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	44%	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	244	**	**	69	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	47%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	215	**	**	59	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	40%	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	212	**	**	62	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	42%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	206	**	**	60	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	41%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	205	**	**	61	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	42%	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	140	**	**	35	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	24%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Keeping/ transferring your phone number	133	**	**	54	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	37%	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	111	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	109	**	**	31	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	55	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	55	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	50	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	46	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	43	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	39	**	**	13	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	36	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	35	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	26	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	19	**	**	10	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	19	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	17	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	92	**	**	21	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your new provider	280	**	**	**	**	**	**	106	173	200	**	**
	53%	**	**	**	**	**	**	42%	64%	48%	**	**
									a			
Finding time to research the market	250	**	**	**	**	**	**	91	158	180	**	**
	48%	**	**	**	**	**	**	36%	59%	43%	**	**
									a			
Understanding the relevant steps required to switch provider	244	**	**	**	**	**	**	95	149	172	**	**
	46%	**	**	**	**	**	**	37%	55%	41%	**	**
									a			
Arranging the switch so that you were not paying for your old and new services at the same time (P)	215	**	**	**	**	**	**	77	137	152	**	**
	41%	**	**	**	**	**	**	30%	51%	36%	**	**
									a			
Cancelling your previous service (P)	212	**	**	**	**	**	**	91	121	151	**	**
	40%	**	**	**	**	**	**	36%	45%	36%	**	**
									a			
Contacting your previous provider	206	**	**	**	**	**	**	85	121	141	**	**
	39%	**	**	**	**	**	**	33%	45%	34%	**	**
									a			
Arranging the switch so that you always had access to your services (P)	205	**	**	**	**	**	**	73	131	143	**	**
	39%	**	**	**	**	**	**	29%	49%	34%	**	**
									a			

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Setting up a new online account	140	**	**	**	**	**	**	57	83	93	**	**
	27%	**	**	**	**	**	**	22%	31%	22%	**	**
Keeping/ transferring your phone number	133	**	**	**	**	**	**	57	76	91	**	**
	25%	**	**	**	**	**	**	22%	28%	22%	**	**
Comparing what different providers are offering	111	**	**	**	**	**	**	43	68	77	**	**
	21%	**	**	**	**	**	**	17%	25% a	18%	**	**
Getting the switch to happen on the date you wanted (P)	109	**	**	**	**	**	**	42	67	72	**	**
	21%	**	**	**	**	**	**	16%	25% a	17%	**	**
Getting a better deal with your previous provider	55	**	**	**	**	**	**	22	32	37	**	**
	10%	**	**	**	**	**	**	9%	12%	9%	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	55	**	**	**	**	**	**	18	37	45	**	**
	10%	**	**	**	**	**	**	7%	14% a	11%	**	**
Having new equipment installed by the new provider	50	**	**	**	**	**	**	10	40	39	**	**
	9%	**	**	**	**	**	**	4%	15% a	9%	**	**

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Paying the charge to exit your contract early	46	**	**	**	**	**	**	13	33	44	**	**
	9%	**	**	**	**	**	**	5%	12% a	10%	**	**
Your previous provider trying to persuade you to stay	43	**	**	**	**	**	**	15	28	33	**	**
	8%	**	**	**	**	**	**	6%	10%	8%	**	**
Other devices or products you own not working with the new service	39	**	**	**	**	**	**	18	21	35	**	**
	8%	**	**	**	**	**	**	7%	8%	8%	**	**
Returning your previous provider's equipment	36	**	**	**	**	**	**	9	27	24	**	**
	7%	**	**	**	**	**	**	3%	10% a	6%	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	35	**	**	**	**	**	**	18	17	26	**	**
	7%	**	**	**	**	**	**	7%	6%	6%	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	26	**	**	**	**	**	**	6	20	23	**	**
	5%	**	**	**	**	**	**	2%	7% a	6%	**	**
Unlocking your handset to take it with you	19	**	**	**	**	**	**	11	8	14	**	**
	4%	**	**	**	**	**	**	4%	3%	3%	**	**

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Resolving billing issues with your previous provider	19	**	**	**	**	**	**	7	12	14	**	**
	4%	**	**	**	**	**	**	3%	5%	3%	**	**
Paying a disconnection charge to your previous provider	17	**	**	**	**	**	**	12	5	12	**	**
	3%	**	**	**	**	**	**	5%	2%	3%	**	**
NONE OF THESE	92	**	**	**	**	**	**	66	26	86	**	**
	18%	**	**	**	**	**	**	26%	10%	20%	**	**
								b				

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your new provider	280	123	76	**	**	199	79	237	**	**	**	241	**	108	145
	53%	48%	61%	**	**	53%	55%	53%	**	**	**	51%	**	46%	61%
			a												a
Finding time to research the market	250	93	82	**	**	176	72	215	**	**	**	212	**	94	134
	48%	37%	66%	**	**	46%	50%	48%	**	**	**	45%	**	40%	56%
			aef			a	a								a
Understanding the relevant steps required to switch provider	244	105	70	**	**	175	68	207	**	**	**	213	**	97	126
	46%	41%	56%	**	**	46%	47%	46%	**	**	**	45%	**	41%	53%
			a												a
Arranging the switch so that you were not paying for your old and new services at the same time (P)	215	77	71	**	**	148	66	192	**	**	**	178	**	78	119
	41%	30%	57%	**	**	39%	46%	43%	**	**	**	37%	**	33%	50%
			ae			a	a								a
Cancelling your previous service (P)	212	84	63	**	**	147	64	180	**	**	**	177	**	83	113
	40%	33%	51%	**	**	39%	44%	40%	**	**	**	37%	**	35%	48%
			ae				a								a
Contacting your previous provider	206	91	50	**	**	141	65	178	**	**	**	175	**	73	112
	39%	36%	40%	**	**	37%	45%	40%	**	**	**	37%	**	31%	47%
															a
Arranging the switch so that you always had access to your services (P)	205	80	63	**	**	142	62	181	**	**	**	171	**	69	116
	39%	31%	50%	**	**	38%	43%	41%	**	**	**	36%	**	30%	49%
			ae				a								a

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Setting up a new online account	140	61	36	**	**	97	42	115	**	**	**	118	**	50	81
	27%	24%	29%	**	**	26%	29%	26%	**	**	**	25%	**	21%	34%
															a
Keeping/ transferring your phone number	133	55	35	**	**	90	42	116	**	**	**	107	**	41	76
	25%	22%	29%	**	**	24%	29%	26%	**	**	**	23%	**	18%	32%
															a
Comparing what different providers are offering	111	50	35	**	**	85	26	95	**	**	**	91	**	36	70
	21%	19%	28%	**	**	22%	18%	21%	**	**	**	19%	**	15%	29%
															a
Getting the switch to happen on the date you wanted (P)	109	42	35	**	**	77	33	93	**	**	**	94	**	31	68
	21%	16%	28%	**	**	20%	23%	21%	**	**	**	20%	**	13%	28%
			a												a
Getting a better deal with your previous provider	55	22	21	**	**	43	12	52	**	**	**	44	**	21	26
	10%	9%	17%	**	**	11%	8%	12%	**	**	**	9%	**	9%	11%
			af												
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	55	19	19	**	**	38	16	42	**	**	**	46	**	24	24
	10%	8%	15%	**	**	10%	11%	9%	**	**	**	10%	**	10%	10%
			a												
Having new equipment installed by the new provider	50	17	12	**	**	29	20	37	**	**	**	47	**	14	31
	9%	6%	10%	**	**	8%	14%	8%	**	**	**	10%	**	6%	13%
							ae								a

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Paying the charge to exit your contract early	46	21	17	**	**	38	9	37	**	**	**	38	**	17	25
	9%	8%	14%	**	**	10%	6%	8%	**	**	**	8%	**	7%	10%
			f												
Your previous provider trying to persuade you to stay	43	18	13	**	**	31	12	38	**	**	**	39	**	16	26
	8%	7%	10%	**	**	8%	9%	8%	**	**	**	8%	**	7%	11%
Other devices or products you own not working with the new service	39	22	7	**	**	30	10	28	**	**	**	34	**	24	14
	8%	9%	6%	**	**	8%	7%	6%	**	**	**	7%	**	10%	6%
Returning your previous provider's equipment	36	11	14	**	**	25	11	32	**	**	**	29	**	8	26
	7%	4%	12%	**	**	7%	8%	7%	**	**	**	6%	**	3%	11%
			a												a
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	35	23	5	**	**	28	7	24	**	**	**	32	**	16	16
	7%	9%	4%	**	**	7%	5%	5%	**	**	**	7%	**	7%	7%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	26	13	8	**	**	20	6	23	**	**	**	25	**	15	6
	5%	5%	6%	**	**	5%	4%	5%	**	**	**	5%	**	6%	3%
Unlocking your handset to take it with you	19	12	2	**	**	14	5	19	**	**	**	15	**	5	13
	4%	5%	2%	**	**	4%	3%	4%	**	**	**	3%	**	2%	6%

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

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Resolving billing issues with your previous provider	19	5	9	**	**	15	4	17	**	**	**	16	**	8	9
	4%	2%	8%	**	**	4%	3%	4%	**	**	**	3%	**	3%	4%
			a												
Paying a disconnection charge to your previous provider	17	10	2	**	**	12	5	12	**	**	**	17	**	5	10
	3%	4%	2%	**	**	3%	4%	3%	**	**	**	4%	**	2%	4%
NONE OF THESE	92	55	14	**	**	69	23	72	**	**	**	90	**	60	27
	18%	21%	11%	**	**	18%	16%	16%	**	**	**	19%	**	26%	11%
		b												b	

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	216	47	145	16	32	10	22	16	97	81	16
Comparing what different providers are offering	34	2	13	**	**	**	**	**	**	**	**
	16%	5%	9%	**	**	**	**	**	**	**	**
Base	524	83	362	27	57	17	34	32	278	226	52
Understanding the relevant steps required to switch provider	96	10	71	**	9	**	**	**	62	48	**
	18%	12%	20%	**	16%	**	**	**	22%	21%	**
		a									
Base	524	83	362	27	57	17	34	32	278	226	52
Finding time to research the market	132	9	70	**	6	**	**	**	61	48	**
	25%	10%	19%	**	11%	**	**	**	22%	21%	**
		a									
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your previous provider	140	15	72	**	12	**	**	**	57	42	**
	27%	18%	20%	**	22%	**	**	**	20%	19%	**
Base	155	25	91	7	19	7	11	7	66	53	13
Your previous provider trying to persuade you to stay	52	**	23	**	**	**	**	**	**	**	**
	34%	**	26%	**	**	**	**	**	**	**	**
Base	202	38	132	13	25	10	17	11	94	75	19
Getting a better deal with your previous provider	80	**	54	**	**	**	**	**	**	**	**
	40%	**	41%	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your new provider	102	6	66	**	4	**	**	**	60	50	**
	19%	7%	18%	**	7%	**	**	**	21%	22%	**
			a								
Base	524	83	362	27	57	17	34	32	278	226	52
Cancelling your previous service	126	12	82	**	10	**	**	**	70	52	**
	24%	15%	23%	**	18%	**	**	**	25%	23%	**
			a								
Base	281	10	236	6	4	5	5	-	226	226	-
Keeping/ transferring your phone number	76	**	55	**	**	**	**	**	52	52	**
	27%	**	23%	**	**	**	**	**	23%	23%	**
Base	132	7	73	3	5	2	1	4	65	53	13
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	239	38	159	11	27	9	17	13	121	100	20
Setting up a new online account	38	**	24	**	**	**	**	**	**	**	**
	16%	**	15%	**	**	**	**	**	**	**	**
Base	55	-	55	-	-	-	-	-	55	42	14
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	255	40	171	12	28	9	18	13	132	110	22
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Getting the switch to happen on the date you wanted	44	5	27	**	4	**	**	**	21	17	**
	17%	14%	15%	**	15%	**	**	**	16%	16%	**
Base	115	41	41	7	33	11	14	16	-	-	-
Having new equipment installed by the new provider	34	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	116	37	37	15	21	6	18	12	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	23	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Base	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you always had access to your services	133	7	75	**	6	**	**	**	68	60	**
	25%	8%	21%	**	10%	**	**	**	25%	26%	**
		a									
Base	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you were not paying for your old and new services at the same time	162	10	90	**	9	**	**	**	80	68	**
	31%	12%	25%	**	17%	**	**	**	29%	30%	**
		a									

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	92	26	26	4	22	6	6	13	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	98	-	98	-	-	-	-	-	98	81	17
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	114	42	42	13	29	11	18	13	-	-	-
Returning your previous provider's equipment	31	**	**	**	**	**	**	**	**	**	**
27%		**	**	**	**	**	**	**	**	**	**
Base	199	9	115	2	7	2	2	6	105	85	20
Other devices or products you own not working with the new service	64	**	**	**	**	**	**	**	**	**	**
32%		**	**	**	**	**	**	**	**	**	**
Base	155	15	109	3	12	4	6	6	94	72	22
Resolving billing issues with your previous provider	77	**	54	**	**	**	**	**	**	**	**
50%		**	50%	**	**	**	**	**	**	**	**
Base	82	8	8	2	5	1	2	4	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Paying a disconnection charge to your previous provider	28	2	2	**	2	**	**	**	-	-	**
	34%	31%	31%	**	38%	**	**	**	-%	-%	**

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Base	216	17	31	50	40	10	5	10	61	-	-	-	-	-	-	-
Comparing what different providers are offering	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	96	**	**	26	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Finding time to research the market	132	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your previous provider	140	**	**	26	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Base	155	23	12	31	23	8	5	10	54	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	202	26	21	48	35	13	4	17	54	-	-	-	-	-	-	-
Getting a better deal with your previous provider	80	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your new provider	102	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Cancelling your previous service	126	**	**	33	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	22%	**	**	**	**	**	**	**	**	**	**	**	**
Base	281	61	53	112	112	-	-	-	45	-	-	-	-	-	-	-
Keeping/ transferring your phone number	76	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	132	22	3	40	31	9	4	-	60	-	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	35	26	60	47	13	7	19	61	-	-	-	-	-	-	-
Setting up a new online account	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	55	19	10	27	17	10	3	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	255	35	19	78	62	16	5	22	61	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	44 17%	** **	** **	13 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	115	-	-	-	-	-	-	14	60	-	-	-	-	-	-	-
Having new equipment installed by the new provider	34 29%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	116	-	-	-	-	-	-	17	62	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	23 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	133 25%	** **	** **	33 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	162 31%	** **	** **	38 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	92	-	-	-	-	-	-	13	53	-	-	-	-	-	-	-
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Base	98	38	9	52	41	11	5	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	114	-	-	-	-	-	-	19	53	-	-	-	-	-	-	-
Returning your previous provider's equipment	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	199	40	8	57	43	14	5	10	74	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	64	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	155	33	9	51	41	10	11	8	39	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	82	-	-	-	-	-	-	8	66	-	-	-	-	-	-	-

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	28	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Base	216	-	-	-	-	-	-	108	108	167	34	15
Comparing what different providers are offering	34	**	**	**	**	**	**	**	7	34	**	**
	16%	**	**	**	**	**	**	**	7%	20%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Understanding the relevant steps required to switch provider	96	**	**	**	**	**	**	59	38	88	**	**
	18%	**	**	**	**	**	**	23% b	14%	21%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Finding time to research the market	132	**	**	**	**	**	**	83	49	120	**	**
	25%	**	**	**	**	**	**	33% b	18%	29%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your previous provider	140	**	**	**	**	**	**	84	55	122	**	**
	27%	**	**	**	**	**	**	33% b	21%	29%	**	**
Base	155	-	-	-	-	-	-	78	77	128	19	8
Your previous provider trying to persuade you to stay	52	**	**	**	**	**	**	**	**	43	**	**
	34%	**	**	**	**	**	**	**	**	33%	**	**
Base	202	-	-	-	-	-	-	95	108	161	34	7
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Getting a better deal with your previous provider	80	**	**	**	**	**	**	38	42	64	**	**
	40%	**	**	**	**	**	**	40%	39%	40%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your new provider	102	**	**	**	**	**	**	70	32	96	**	**
	19%	**	**	**	**	**	**	28% b	12%	23%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Cancelling your previous service	126	**	**	**	**	**	**	80	45	111	**	**
	24%	**	**	**	**	**	**	32% b	17%	26%	**	**
Base	281	-	-	-	-	-	-	138	143	222	45	14
Keeping/ transferring your phone number	76	**	**	**	**	**	**	**	34	71	**	**
	27%	**	**	**	**	**	**	**	24%	32%	**	**
Base	132	-	-	-	-	-	-	98	34	121	7	5
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	-	-	-	-	-	-	113	126	182	41	16
Setting up a new online account	38	**	**	**	**	**	**	**	23	35	**	**
	16%	**	**	**	**	**	**	**	18%	19%	**	**
Base	55	-	-	-	-	-	-	30	25	46	7	3
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Unlocking your handset to take it with you	12	**	**	**	**	**	**	6	6	10	**	**
	22%	**	**	**	**	**	**	19%	23%	22%	**	**
Base	255	-	-	-	-	-	-	125	128	204	38	13
Getting the switch to happen on the date you wanted	44	**	**	**	**	**	**	**	17	42	**	**
	17%	**	**	**	**	**	**	**	13%	21%	**	**
Base	115	-	-	-	-	-	-	45	70	96	12	6
Having new equipment installed by the new provider	34	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	54	62	101	13	2
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	23	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you always had access to your services	133	**	**	**	**	**	**	80	52	124	**	**
	25%	**	**	**	**	**	**	32% b	19%	30%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you were not paying for your old and new services at the same time	162 31%	**	**	**	**	**	**	94 37% b	68 25%	142 34%	**	**
Base	92	-	-	-	-	-	-	49	43	79	12	1
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	98	-	-	-	-	-	-	46	51	91	7	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	114	-	-	-	-	-	-	50	63	95	14	4
Returning your previous provider's equipment	31	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	120	79	183	14	2
Other devices or products you own not working with the new service	64	**	**	**	**	**	**	**	**	59	**	**
	32%	**	**	**	**	**	**	**	**	32%	**	**
Base	155	-	-	-	-	-	-	103	52	132	19	4
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Resolving billing issues with your previous provider	77	**	**	**	**	**	**	52	25	72	**	**
	50%	**	**	**	**	**	**	50%	49%	55%	**	**
Base	82	-	-	-	-	-	-	51	31	70	7	5
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Base	216	116	50	33	18	166	51	182	13	13	7	192	24	95	109
Comparing what different providers are offering	34	**	**	**	**	29	**	30	**	**	**	34	**	**	4
	16%	**	**	**	**	18%	**	16%	**	**	**	18%	**	**	4%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Understanding the relevant steps required to switch provider	96	58	13	**	**	71	25	88	**	**	**	88	**	59	27
	18%	23% b	10%	**	**	19% b	17%	20%	**	**	**	19%	**	25% b	11%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Finding time to research the market	132	79	19	**	**	98	34	112	**	**	**	126	**	77	43
	25%	31% b	15%	**	**	26% b	24%	25%	**	**	**	27%	**	33% b	18%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your previous provider	140	75	19	**	**	95	45	120	**	**	**	134	**	74	52
	27%	30% b	16%	**	**	25% b	32% b	27%	**	**	**	28%	**	31% b	22%
Base	155	87	26	27	14	113	41	129	18	8	1	144	11	66	79
Your previous provider trying to persuade you to stay	52	**	**	**	**	**	**	42	**	**	**	47	**	**	**
	34%	**	**	**	**	**	**	32%	**	**	**	33%	**	**	**
Base	202	94	53	36	20	147	56	173	8	12	9	182	21	100	86

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Getting a better deal with your previous provider	80	44	16	**	**	61	20	69	**	**	**	74	**	45	33
	40%	47%	31%	**	**	41%	36%	40%	**	**	**	41%	**	45%	38%
		bf				b									
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your new provider	102	62	18	**	**	80	23	86	**	**	**	100	**	60	35
	19%	24%	14%	**	**	21%	16%	19%	**	**	**	21%	**	26%	15%
		b												b	
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Cancelling your previous service	126	83	14	**	**	97	29	106	**	**	**	121	**	67	45
	24%	32%	12%	**	**	26%	20%	24%	**	**	**	25%	**	28%	19%
		bf				b								b	
Base	281	145	70	45	22	215	66	237	15	20	9	250	31	139	124
Keeping/ transferring your phone number	76	**	**	**	**	58	**	64	**	**	**	72	**	**	**
	27%	**	**	**	**	27%	**	27%	**	**	**	29%	**	**	**
Base	132	78	17	24	13	95	37	102	18	11	1	128	5	91	38
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	124	49	37	28	173	66	186	20	28	5	212	27	91	128
Setting up a new online account	38	**	**	**	**	33	**	31	**	**	**	34	**	**	19
	16%	**	**	**	**	19%	**	17%	**	**	**	16%	**	**	15%
Base	55	39	9	7	-	48	7	51	-	5	-	51	5	28	23

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Unlocking your handset to take it with you	12	8	3	**	**	11	1	12	**	**	**	12	**	9	3
	22%	19%	38%	**	**	23%	13%	24%	**	**	**	24%	**	33%	12%
			aef			f								b	
Base	255	124	66	45	19	190	65	220	15	14	6	232	23	113	118
Getting the switch to happen on the date you wanted	44	30	**	**	**	34	**	42	**	**	**	43	**	**	12
	17%	24%	**	**	**	18%	**	19%	**	**	**	19%	**	**	11%
Base	115	53	21	19	20	74	40	92	11	7	5	111	4	36	69
Having new equipment installed by the new provider	34	**	**	**	**	**	**	33	**	**	**	34	**	**	**
	29%	**	**	**	**	**	**	35%	**	**	**	30%	**	**	**
Base	116	51	32	21	12	83	33	84	16	15	1	106	10	52	55
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	23	**	**	**	**	**	**	**	**	**	**	23	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you always had access to your services	133	89	13	**	**	101	32	115	**	**	**	129	**	82	36
	25%	35%	10%	**	**	27%	22%	26%	**	**	**	27%	**	35%	15%
		bef				b	b							b	
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you were not paying for your old and new services at the same time	162	95	25	**	**	120	42	131	**	**	**	158	**	98	52
	31%	37%	20%	**	**	32%	29%	29%	**	**	**	33%	**	42%	22%
		b				b								b	
Base	92	52	18	13	8	71	21	76	6	10	*	88	4	46	39
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	98	58	17	17	5	76	22	88	6	3	-	87	11	54	33
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	114	55	24	20	14	78	34	88	13	8	4	105	9	45	59
Returning your previous provider's equipment	31	**	**	**	**	**	**	25	**	**	**	31	**	**	**
	27%	**	**	**	**	**	**	29%	**	**	**	29%	**	**	**
Base	199	124	33	34	8	157	42	163	17	18	1	192	7	117	64
Other devices or products you own not working with the new service	64	**	**	**	**	**	**	53	**	**	**	63	**	**	**
	32%	**	**	**	**	**	**	32%	**	**	**	33%	**	**	**
Base	155	86	28	22	20	114	41	130	12	10	3	148	8	84	53

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Resolving billing issues with your previous provider	77	49	12	**	**	61	16	74	**	**	**	74	**	50	19
	50%	57%	43%	**	**	53%	40%	57%	**	**	**	50%	**	59%	36%
		bf				bf								b	
Base	82	48	13	11	9	61	20	57	15	10	-	79	2	25	45
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	216	47	145	16	32	10	22	16	97	81	16
Comparing what different providers are offering	71	13	53	**	**	**	**	**	**	**	**
	33%	27%	36%	**	**	**	**	**	**	**	**
Base	524	83	362	27	57	17	34	32	278	226	52
Understanding the relevant steps required to switch provider	184	20	108	**	16	**	**	**	88	68	**
	35%	24%	30%	**	27%	**	**	**	32%	30%	**
Base	524	83	362	27	57	17	34	32	278	226	52
Finding time to research the market	143	26	107	**	22	**	**	**	81	63	**
	27%	31%	29%	**	38%	**	**	**	29%	28%	**
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your previous provider	178	31	128	**	25	**	**	**	97	77	**
	34%	37%	35%	**	45%	**	**	**	35%	34%	**
Base	155	25	91	7	19	7	11	7	66	53	13
Your previous provider trying to persuade you to stay	60	**	39	**	**	**	**	**	**	**	**
	39%	**	43%	**	**	**	**	**	**	**	**
Base	202	38	132	13	25	10	17	11	94	75	19
Getting a better deal with your previous provider	67	**	39	**	**	**	**	**	**	**	**
	33%	**	30%	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your new provider	142	15	89	**	13	**	**	**	74	57	**
	27%	18%	25%	**	23%	**	**	**	27%	25%	**
Base	524	83	362	27	57	17	34	32	278	226	52
Cancelling your previous service	186	31	109	**	24	**	**	**	78	62	**
	36%	37%	30%	**	43%	**	**	**	28%	27%	**
Base	281	10	236	6	4	5	5	-	226	226	-
Keeping/ transferring your phone number	78	**	69	**	**	**	**	**	64	64	**
	28%	**	29%	**	**	**	**	**	28%	28%	**
Base	132	7	73	3	5	2	1	4	65	53	13
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	239	38	159	11	27	9	17	13	121	100	20
Setting up a new online account	61	**	40	**	**	**	**	**	**	**	**
	26%	**	25%	**	**	**	**	**	**	**	**
Base	55	-	55	-	-	-	-	-	55	42	14
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	255	40	171	12	28	9	18	13	132	110	22
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Getting the switch to happen on the date you wanted	102	8	64	**	7	**	**	**	56	45	**
	40%	21%	38%	**	25%	**	**	**	43%	41%	**
Base	115	41	41	7	33	11	14	16	-	-	-
Having new equipment installed by the new provider	31	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Base	116	37	37	15	21	6	18	12	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	38	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Base	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you always had access to your services	186	24	117	**	20	**	**	**	93	70	**
	36%	29%	32%	**	35%	**	**	**	34%	31%	**
Base	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you were not paying for your old and new services at the same time	147	26	106	**	21	**	**	**	80	58	**
	28%	31%	29%	**	38%	**	**	**	29%	25%	**
Base	92	26	26	4	22	6	6	13	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26	10	10	**	9	**	**	**	-	-	**
	28%	37%	37%	**	42%	**	**	**	-%	-%	**
Base	98	-	98	-	-	-	-	-	98	81	17
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	114	42	42	13	29	11	18	13	-	-	-
Returning your previous provider's equipment	47	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
Base	199	9	115	2	7	2	2	6	105	85	20
Other devices or products you own not working with the new service	95	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Base	155	15	109	3	12	4	6	6	94	72	22
Resolving billing issues with your previous provider	59	**	36	**	**	**	**	**	**	**	**
	38%	**	33%	**	**	**	**	**	**	**	**
Base	82	8	8	2	5	1	2	4	-	-	-

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Paying a disconnection charge to your previous provider	36	3	3	**	2	**	**	**	-	-	**
	45%	41%	41%	**	45%	**	**	**	-%	-%	**

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Base	216	17	31	50	40	10	5	10	61	-	-	-	-	-	-	-
Comparing what different providers are offering	71	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	184	**	**	52	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	35%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Finding time to research the market	143	**	**	48	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your previous provider	178	**	**	61	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	41%	**	**	**	**	**	**	**	**	**	**	**	**
Base	155	23	12	31	23	8	5	10	54	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	202	26	21	48	35	13	4	17	54	-	-	-	-	-	-	-
Getting a better deal with your previous provider	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your new provider	142	**	**	48	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Cancelling your previous service	186	**	**	52	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	35%	**	**	**	**	**	**	**	**	**	**	**	**
Base	281	61	53	112	112	-	-	-	45	-	-	-	-	-	-	-
Keeping/ transferring your phone number	78	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	132	22	3	40	31	9	4	-	60	-	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	35	26	60	47	13	7	19	61	-	-	-	-	-	-	-
Setting up a new online account	61	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	55	19	10	27	17	10	3	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	255	35	19	78	62	16	5	22	61	-	-	-	-	-	-	-

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	102	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	44%	**	**	**	**	**	**	**	**	**	**	**	**
Base	115	-	-	-	-	-	-	14	60	-	-	-	-	-	-	-
Having new equipment installed by the new provider	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	17	62	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	186	**	**	52	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	36%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	147	**	**	50	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	34%	**	**	**	**	**	**	**	**	**	**	**	**
Base	92	-	-	-	-	-	-	13	53	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Base	98	38	9	52	41	11	5	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	114	-	-	-	-	-	-	19	53	-	-	-	-	-	-	-
Returning your previous provider's equipment	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	199	40	8	57	43	14	5	10	74	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	95	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	155	33	9	51	41	10	11	8	39	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	82	-	-	-	-	-	-	8	66	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	36	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Base	216	-	-	-	-	-	-	108	108	167	34	15
Comparing what different providers are offering	71	**	**	**	**	**	**	**	33	56	**	**
	33%	**	**	**	**	**	**	**	30%	34%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Understanding the relevant steps required to switch provider	184	**	**	**	**	**	**	100	83	158	**	**
	35%	**	**	**	**	**	**	39%	31%	38%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Finding time to research the market	143	**	**	**	**	**	**	80	62	120	**	**
	27%	**	**	**	**	**	**	31%	23%	29%	**	**
							b					
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your previous provider	178	**	**	**	**	**	**	85	92	156	**	**
	34%	**	**	**	**	**	**	33%	34%	37%	**	**
Base	155	-	-	-	-	-	-	78	77	128	19	8
Your previous provider trying to persuade you to stay	60	**	**	**	**	**	**	**	**	53	**	**
	39%	**	**	**	**	**	**	**	**	41%	**	**
Base	202	-	-	-	-	-	-	95	108	161	34	7
Getting a better deal with your previous provider	67	**	**	**	**	**	**	**	33	60	**	**
	33%	**	**	**	**	**	**	**	31%	37%	**	**

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your new provider	142	**	**	**	**	**	**	77	64	123	**	**
	27%	**	**	**	**	**	**	30%	24%	29%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Cancelling your previous service	186	**	**	**	**	**	**	83	102	157	**	**
	36%	**	**	**	**	**	**	33%	38%	37%	**	**
Base	281	-	-	-	-	-	-	138	143	222	45	14
Keeping/ transferring your phone number	78	**	**	**	**	**	**	**	34	64	**	**
	28%	**	**	**	**	**	**	**	24%	29%	**	**
Base	132	-	-	-	-	-	-	98	34	121	7	5
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	-	-	-	-	-	-	113	126	182	41	16
Setting up a new online account	61	**	**	**	**	**	**	**	21	54	**	**
	26%	**	**	**	**	**	**	**	16%	30%	**	**
Base	55	-	-	-	-	-	-	30	25	46	7	3
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	255	-	-	-	-	-	-	125	128	204	38	13

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Getting the switch to happen on the date you wanted	102	**	**	**	**	**	**	57	44	90	**	**
	40%	**	**	**	**	**	**	45%	34%	44%	**	**
								b				
Base	115	-	-	-	-	-	-	45	70	96	12	6
Having new equipment installed by the new provider	31	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	54	62	101	13	2
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	38	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you always had access to your services	186	**	**	**	**	**	**	100	85	153	**	**
	36%	**	**	**	**	**	**	39%	32%	36%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you were not paying for your old and new services at the same time	147	**	**	**	**	**	**	83	63	124	**	**
	28%	**	**	**	**	**	**	33%	24%	30%	**	**
								b				

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Base	92	-	-	-	-	-	-	49	43	79	12	1
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	98	-	-	-	-	-	-	46	51	91	7	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	114	-	-	-	-	-	-	50	63	95	14	4
Returning your previous provider's equipment	47	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	120	79	183	14	2
Other devices or products you own not working with the new service	95	**	**	**	**	**	**	**	**	90	**	**
	48%	**	**	**	**	**	**	**	**	49%	**	**
Base	155	-	-	-	-	-	-	103	52	132	19	4
Resolving billing issues with your previous provider	59	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**
Base	82	-	-	-	-	-	-	51	31	70	7	5
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Paying a disconnection charge to your previous provider	36	**	**	**	**	**	**	25	11	35	**	**
	45%	**	**	**	**	**	**	49%	37%	50%	**	**
								b				

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Base	216	116	50	33	18	166	51	182	13	13	7	192	24	95	109
Comparing what different providers are offering	71	**	**	**	**	51	**	58	**	**	**	67	**	**	35
	33%	**	**	**	**	31%	**	32%	**	**	**	35%	**	**	32%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Understanding the relevant steps required to switch provider	184	92	41	**	**	133	51	151	**	**	**	173	**	79	85
	35%	36%	33%	**	**	35%	35%	34%	**	**	**	36%	**	33%	36%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Finding time to research the market	143	82	23	**	**	105	37	120	**	**	**	136	**	64	60
	27%	32%	18%	**	**	28%	26%	27%	**	**	**	29%	**	27%	25%
		b				b									
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your previous provider	178	88	55	**	**	143	33	149	**	**	**	166	**	89	74
	34%	35%	44%	**	**	38%	23%	33%	**	**	**	35%	**	38%	31%
		f	f			f									
Base	155	87	26	27	14	113	41	129	18	8	1	144	11	66	79
Your previous provider trying to persuade you to stay	60	**	**	**	**	**	**	49	**	**	**	58	**	**	**
	39%	**	**	**	**	**	**	38%	**	**	**	40%	**	**	**
Base	202	94	53	36	20	147	56	173	8	12	9	182	21	100	86
Getting a better deal with your previous provider	67	**	**	**	**	43	**	52	**	**	**	64	**	**	27
	33%	**	**	**	**	30%	**	30%	**	**	**	35%	**	**	32%

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your new provider	142	70	30	**	**	100	41	124	**	**	**	134	**	67	58
	27%	27%	24%	**	**	26%	29%	28%	**	**	**	28%	**	28%	24%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Cancelling your previous service	186	88	46	**	**	134	51	161	**	**	**	177	**	85	80
	36%	35%	37%	**	**	35%	35%	36%	**	**	**	37%	**	36%	34%
Base	281	145	70	45	22	215	66	237	15	20	9	250	31	139	124
Keeping/ transferring your phone number	78	**	**	**	**	71	**	62	**	**	**	76	**	**	**
	28%	**	**	**	**	33%	**	26%	**	**	**	30%	**	**	**
Base	132	78	17	24	13	95	37	102	18	11	1	128	5	91	38
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	124	49	37	28	173	66	186	20	28	5	212	27	91	128
Setting up a new online account	61	**	**	**	**	43	**	40	**	**	**	60	**	**	29
	26%	**	**	**	**	25%	**	22%	**	**	**	28%	**	**	22%
Base	55	39	9	7	-	48	7	51	-	5	-	51	5	28	23
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	255	124	66	45	19	190	65	220	15	14	6	232	23	113	118

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Getting the switch to happen on the date you wanted	102	53	27	**	**	80	22	85	**	**	**	95	**	55	38
	40%	42%	41%	**	**	42%	34%	39%	**	**	**	41%	**	49% b	32%
Base	115	53	21	19	20	74	40	92	11	7	5	111	4	36	69
Having new equipment installed by the new provider	31	**	**	**	**	**	**	22	**	**	**	31	**	**	**
	27%	**	**	**	**	**	**	24%	**	**	**	28%	**	**	**
Base	116	51	32	21	12	83	33	84	16	15	1	106	10	52	55
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	38	**	**	**	**	**	**	**	**	**	**	37	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	35%	**	**	**
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you always had access to your services	186	86	49	**	**	135	50	151	**	**	**	175	**	84	85
	36%	34%	39%	**	**	36%	35%	34%	**	**	**	37%	**	36%	36%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you were not paying for your old and new services at the same time	147	82	28	**	**	110	35	124	**	**	**	139	**	60	67
	28%	32%	23%	**	**	29%	25%	28%	**	**	**	29%	**	25%	28%
Base	92	52	18	13	8	71	21	76	6	10	*	88	4	46	39

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	26	14	3	**	**	18	8	25	**	**	**	25	**	16	6
	28%	28%	18%	**	**	25%	39% abe	33%	**	**	**	29%	**	35% b	15%
Base	98	58	17	17	5	76	22	88	6	3	-	87	11	54	33
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	114	55	24	20	14	78	34	88	13	8	4	105	9	45	59
Returning your previous provider's equipment	47	**	**	**	**	**	**	30	**	**	**	46	**	**	**
	41%	**	**	**	**	**	**	34%	**	**	**	43%	**	**	**
Base	199	124	33	34	8	157	42	163	17	18	1	192	7	117	64
Other devices or products you own not working with the new service	95	**	**	**	**	**	**	82	**	**	**	95	**	**	**
	48%	**	**	**	**	**	**	50%	**	**	**	50%	**	**	**
Base	155	86	28	22	20	114	41	130	12	10	3	148	8	84	53
Resolving billing issues with your previous provider	59	**	**	**	**	**	**	40	**	**	**	58	**	**	**
	38%	**	**	**	**	**	**	31%	**	**	**	39%	**	**	**
Base	82	48	13	11	9	61	20	57	15	10	-	79	2	25	45

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES a	NO b
Significance Level: 95%															
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Paying a disconnection charge to your previous provider	36	20	7	**	**	27	10	22	**	**	**	35	**	10	18
	45%	41%	53% a	**	**	44%	47%	39%	**	**	**	44%	**	39%	41%

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	216	47	145	16	32	10	22	16	97	81	16
Comparing what different providers are offering	105	15	65	**	**	**	**	**	**	**	**
	49%	32%	45%	**	**	**	**	**	**	**	**
			a								
Base	524	83	362	27	57	17	34	32	278	226	52
Understanding the relevant steps required to switch provider	280	30	179	**	24	**	**	**	149	117	**
	54%	36%	50%	**	43%	**	**	**	54%	52%	**
			a								
Base	524	83	362	27	57	17	34	32	278	226	52
Finding time to research the market	274	35	176	**	28	**	**	**	142	111	**
	52%	42%	49%	**	50%	**	**	**	51%	49%	**
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your previous provider	318	46	200	**	38	**	**	**	154	119	**
	61%	55%	55%	**	67%	**	**	**	55%	53%	**
Base	155	25	91	7	19	7	11	7	66	53	13
Your previous provider trying to persuade you to stay	112	**	62	**	**	**	**	**	**	**	**
	72%	**	68%	**	**	**	**	**	**	**	**
Base	202	38	132	13	25	10	17	11	94	75	19
Getting a better deal with your previous provider	148	**	93	**	**	**	**	**	**	**	**
	73%	**	71%	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your new provider	244	21	155	**	17	**	**	**	134	107	**
	47%	25%	43%	**	30%	**	**	**	48%	47%	**
		a									
Base	524	83	362	27	57	17	34	32	278	226	52
Cancelling your previous service	312	43	192	**	34	**	**	**	148	114	**
	60%	52%	53%	**	61%	**	**	**	53%	50%	**
Base	281	10	236	6	4	5	5	-	226	226	-
Keeping/ transferring your phone number	154	**	124	**	**	**	**	**	116	116	**
	55%	**	53%	**	**	**	**	**	51%	51%	**
Base	132	7	73	3	5	2	1	4	65	53	13
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	239	38	159	11	27	9	17	13	121	100	20
Setting up a new online account	99	**	63	**	**	**	**	**	**	**	**
	42%	**	40%	**	**	**	**	**	**	**	**
Base	55	-	55	-	-	-	-	-	55	42	14
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	255	40	171	12	28	9	18	13	132	110	22

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Getting the switch to happen on the date you wanted	146	14	91	**	11	**	**	**	77	62	**
	57%	35%	53%	**	40%	**	**	**	59%	57%	**
Base	115	41	41	7	33	11	14	16	-	-	-
Having new equipment installed by the new provider	65	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**
Base	116	37	37	15	21	6	18	12	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	61	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
Base	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you always had access to your services	319	31	193	**	26	**	**	**	162	130	**
	61%	37%	53%	**	45%	**	**	**	58%	57%	**
Base	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you were not paying for your old and new services at the same time	309	36	196	**	31	**	**	**	160	126	**
	59%	44%	54%	**	55%	**	**	**	57%	56%	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	92	26	26	4	22	6	6	13	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	98	-	98	-	-	-	-	-	98	81	17
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	114	42	42	13	29	11	18	13	-	-	-
Returning your previous provider's equipment	78	**	**	**	**	**	**	**	**	**	**
68%		**	**	**	**	**	**	**	**	**	**
Base	199	9	115	2	7	2	2	6	105	85	20
Other devices or products you own not working with the new service	160	**	**	**	**	**	**	**	**	**	**
80%		**	**	**	**	**	**	**	**	**	**
Base	155	15	109	3	12	4	6	6	94	72	22
Resolving billing issues with your previous provider	137	**	90	**	**	**	**	**	**	**	**
88%		**	83%	**	**	**	**	**	**	**	**
Base	82	8	8	2	5	1	2	4	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Paying a disconnection charge to your previous provider	64	5	5	**	4	**	**	**	-	-	**
	79%	72%	72%	**	83%	**	**	**	-%	-%	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Base	216	17	31	50	40	10	5	10	61	-	-	-	-	-	-	-
Comparing what different providers are offering	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	280	**	**	78	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	53%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Finding time to research the market	274	**	**	82	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	56%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your previous provider	318	**	**	87	**	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	59%	**	**	**	**	**	**	**	**	**	**	**	**
Base	155	23	12	31	23	8	5	10	54	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	202	26	21	48	35	13	4	17	54	-	-	-	-	-	-	-
Getting a better deal with your previous provider	148	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your new provider	244	**	**	75	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	51%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Cancelling your previous service	312	**	**	85	**	**	**	**	**	**	**	**	**	**	**	**
	60%	**	**	58%	**	**	**	**	**	**	**	**	**	**	**	**
Base	281	61	53	112	112	-	-	-	45	-	-	-	-	-	-	-
Keeping/ transferring your phone number	154	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	132	22	3	40	31	9	4	-	60	-	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	35	26	60	47	13	7	19	61	-	-	-	-	-	-	-
Setting up a new online account	99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	55	19	10	27	17	10	3	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	255	35	19	78	62	16	5	22	61	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	146 57%	** **	** **	48 61%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	115	-	-	-	-	-	-	14	60	-	-	-	-	-	-	-
Having new equipment installed by the new provider	65 57%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	116	-	-	-	-	-	-	17	62	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	61 53%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	319 61%	** **	** **	85 58%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	309 59%	** **	** **	88 60%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	92	-	-	-	-	-	-	13	53	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	57	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	62%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Base	98	38	9	52	41	11	5	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	114	-	-	-	-	-	-	19	53	-	-	-	-	-	-	-
Returning your previous provider's equipment	78	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	199	40	8	57	43	14	5	10	74	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	160	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	155	33	9	51	41	10	11	8	39	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	137	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	88%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	82	-	-	-	-	-	-	8	66	-	-	-	-	-	-	-

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	64	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	79%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Base	216	-	-	-	-	-	-	108	108	167	34	15
Comparing what different providers are offering	105	**	**	**	**	**	**	**	40	90	**	**
	49%	**	**	**	**	**	**	**	37%	54%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Understanding the relevant steps required to switch provider	280	**	**	**	**	**	**	159	120	247	**	**
	54%	**	**	**	**	**	**	63% b	45%	59%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Finding time to research the market	274	**	**	**	**	**	**	163	110	239	**	**
	52%	**	**	**	**	**	**	64% b	41%	57%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your previous provider	318	**	**	**	**	**	**	169	147	278	**	**
	61%	**	**	**	**	**	**	67% b	55%	66%	**	**
Base	155	-	-	-	-	-	-	78	77	128	19	8
Your previous provider trying to persuade you to stay	112	**	**	**	**	**	**	**	**	96	**	**
	72%	**	**	**	**	**	**	**	**	75%	**	**
Base	202	-	-	-	-	-	-	95	108	161	34	7
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Getting a better deal with your previous provider	148	**	**	**	**	**	**	72	75	124	**	**
	73%	**	**	**	**	**	**	76%	70%	77%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your new provider	244	**	**	**	**	**	**	148	96	219	**	**
	47%	**	**	**	**	**	**	58% b	36%	52%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Cancelling your previous service	312	**	**	**	**	**	**	164	147	268	**	**
	60%	**	**	**	**	**	**	64% b	55%	64%	**	**
Base	281	-	-	-	-	-	-	138	143	222	45	14
Keeping/ transferring your phone number	154	**	**	**	**	**	**	**	68	135	**	**
	55%	**	**	**	**	**	**	**	48%	61%	**	**
Base	132	-	-	-	-	-	-	98	34	121	7	5
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	-	-	-	-	-	-	113	126	182	41	16
Setting up a new online account	99	**	**	**	**	**	**	**	43	89	**	**
	42%	**	**	**	**	**	**	**	34%	49%	**	**
Base	55	-	-	-	-	-	-	30	25	46	7	3
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Unlocking your handset to take it with you	36	**	**	**	**	**	**	19	16	32	**	**
	65%	**	**	**	**	**	**	62%	67%	69%	**	**
Base	255	-	-	-	-	-	-	125	128	204	38	13
Getting the switch to happen on the date you wanted	146	**	**	**	**	**	**	**	61	131	**	**
	57%	**	**	**	**	**	**	**	48%	65%	**	**
Base	115	-	-	-	-	-	-	45	70	96	12	6
Having new equipment installed by the new provider	65	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	54	62	101	13	2
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	61	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you always had access to your services	319	**	**	**	**	**	**	181	138	277	**	**
	61%	**	**	**	**	**	**	71% b	51%	66%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you were not paying for your old and new services at the same time	309	**	**	**	**	**	**	177	131	267	**	**
	59%	**	**	**	**	**	**	70% b	49%	64%	**	**
Base	92	-	-	-	-	-	-	49	43	79	12	1
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	98	-	-	-	-	-	-	46	51	91	7	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	114	-	-	-	-	-	-	50	63	95	14	4
Returning your previous provider's equipment	78	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	120	79	183	14	2
Other devices or products you own not working with the new service	160	**	**	**	**	**	**	**	**	148	**	**
	80%	**	**	**	**	**	**	**	**	81%	**	**
Base	155	-	-	-	-	-	-	103	52	132	19	4
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Resolving billing issues with your previous provider	137	**	**	**	**	**	**	97	39	118	**	**
	88%	**	**	**	**	**	**	94% b	76%	90%	**	**
Base	82	-	-	-	-	-	-	51	31	70	7	5
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Base	216	116	50	33	18	166	51	182	13	13	7	192	24	95	109
Comparing what different providers are offering	105	**	**	**	**	81	**	88	**	**	**	101	**	**	39
	49%	**	**	**	**	49%	**	48%	**	**	**	53%	**	**	36%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Understanding the relevant steps required to switch provider	280	150	54	**	**	204	76	240	**	**	**	261	**	138	112
	54%	59% b	44%	**	**	54%	53%	54%	**	**	**	55%	**	59% b	47%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Finding time to research the market	274	161	42	**	**	203	71	232	**	**	**	263	**	141	104
	52%	63% bef	34%	**	**	54% b	50% b	52%	**	**	**	55%	**	60% b	44%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your previous provider	318	164	74	**	**	238	79	269	**	**	**	300	**	162	126
	61%	64%	60%	**	**	63%	55%	60%	**	**	**	63%	**	69% b	53%
Base	155	87	26	27	14	113	41	129	18	8	1	144	11	66	79
Your previous provider trying to persuade you to stay	112	**	**	**	**	**	**	91	**	**	**	106	**	**	**
	72%	**	**	**	**	**	**	71%	**	**	**	73%	**	**	**
Base	202	94	53	36	20	147	56	173	8	12	9	182	21	100	86

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Getting a better deal with your previous provider	148	71	32	**	**	104	44	121	**	**	**	138	**	79	60
	73%	76%	61%	**	**	71%	78%	70%	**	**	**	76%	**	79%	70%
		b				b								b	
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your new provider	244	131	48	**	**	180	64	210	**	**	**	234	**	127	93
	47%	52%	39%	**	**	47%	45%	47%	**	**	**	49%	**	54%	39%
		b												b	
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Cancelling your previous service	312	171	61	**	**	231	80	267	**	**	**	297	**	152	124
	60%	67%	49%	**	**	61%	56%	60%	**	**	**	63%	**	65%	52%
		bf				b								b	
Base	281	145	70	45	22	215	66	237	15	20	9	250	31	139	124
Keeping/ transferring your phone number	154	**	**	**	**	129	**	126	**	**	**	148	**	**	**
	55%	**	**	**	**	60%	**	53%	**	**	**	59%	**	**	**
Base	132	78	17	24	13	95	37	102	18	11	1	128	5	91	38
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	124	49	37	28	173	66	186	20	28	5	212	27	91	128
Setting up a new online account	99	**	**	**	**	76	**	71	**	**	**	94	**	**	48
	42%	**	**	**	**	44%	**	38%	**	**	**	44%	**	**	37%
Base	55	39	9	7	-	48	7	51	-	5	-	51	5	28	23

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

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Unlocking your handset to take it with you	36	27	7	**	**	34	2	32	**	**	**	36	**	23	10
	65%	69%	76%	**	**	70%	30%	63%	**	**	**	71%	**	81%	44%
		f	f			f								b	
Base	255	124	66	45	19	190	65	220	15	14	6	232	23	113	118
Getting the switch to happen on the date you wanted	146	82	**	**	**	114	**	127	**	**	**	139	**	**	50
	57%	66%	**	**	**	60%	**	58%	**	**	**	60%	**	**	43%
Base	115	53	21	19	20	74	40	92	11	7	5	111	4	36	69
Having new equipment installed by the new provider	65	**	**	**	**	**	**	55	**	**	**	65	**	**	**
	57%	**	**	**	**	**	**	59%	**	**	**	58%	**	**	**
Base	116	51	32	21	12	83	33	84	16	15	1	106	10	52	55
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	61	**	**	**	**	**	**	**	**	**	**	60	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	57%	**	**	**
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you always had access to your services	319	175	61	**	**	236	82	266	**	**	**	304	**	165	121
	61%	69%	50%	**	**	62%	57%	59%	**	**	**	64%	**	70%	51%
		bf				b								b	
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you were not paying for your old and new services at the same time	309 59%	178 70% bef	53 43%	** **	** **	231 61% b	77 54%	255 57%	** **	** **	** **	297 63%	** **	157 67% b	119 50%
Base	92	52	18	13	8	71	21	76	6	10	*	88	4	46	39
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	98	58	17	17	5	76	22	88	6	3	-	87	11	54	33
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	114	55	24	20	14	78	34	88	13	8	4	105	9	45	59
Returning your previous provider's equipment	78 68%	** **	** **	** **	** **	** **	** **	56 63%	** **	** **	** **	76 73%	** **	** **	** **
Base	199	124	33	34	8	157	42	163	17	18	1	192	7	117	64
Other devices or products you own not working with the new service	160 80%	** **	** **	** **	** **	** **	** **	135 83%	** **	** **	** **	159 83%	** **	** **	** **
Base	155	86	28	22	20	114	41	130	12	10	3	148	8	84	53
Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b															

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Significance Level: 95%															
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Resolving billing issues with your previous provider	137	81	18	**	**	100	37	114	**	**	**	132	**	76	43
	88%	94%	66%	**	**	87%	90%	87%	**	**	**	89%	**	90%	82%
		be				b	b							b	
Base	82	48	13	11	9	61	20	57	15	10	-	79	2	25	45
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	216	47	145	16	32	10	22	16	97	81	16
Comparing what different providers are offering	111	32	79	**	**	**	**	**	**	**	**
	51%	68%	55%	**	**	**	**	**	**	**	**
		b									
Base	524	83	362	27	57	17	34	32	278	226	52
Understanding the relevant steps required to switch provider	244	53	182	**	32	**	**	**	129	110	**
	46%	64%	50%	**	57%	**	**	**	46%	48%	**
		b									
Base	524	83	362	27	57	17	34	32	278	226	52
Finding time to research the market	250	48	185	**	29	**	**	**	137	115	**
	48%	58%	51%	**	50%	**	**	**	49%	51%	**
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your previous provider	206	37	162	**	19	**	**	**	124	107	**
	39%	45%	45%	**	33%	**	**	**	45%	47%	**
Base	155	25	91	7	19	7	11	7	66	53	13
Your previous provider trying to persuade you to stay	43	**	29	**	**	**	**	**	**	**	**
	28%	**	32%	**	**	**	**	**	**	**	**
Base	202	38	132	13	25	10	17	11	94	75	19
Getting a better deal with your previous provider	55	**	39	**	**	**	**	**	**	**	**
	27%	**	29%	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	524	83	362	27	57	17	34	32	278	226	52
Contacting your new provider	280	62	207	**	39	**	**	**	145	119	**
	53%	75%	57%	**	70%	**	**	**	52%	53%	**
Base	524	83	362	27	57	17	34	32	278	226	52
Cancelling your previous service	212	40	170	**	22	**	**	**	130	112	**
	40%	48%	47%	**	39%	**	**	**	47%	50%	**
Base	281	10	236	6	4	5	5	-	226	226	-
Keeping/ transferring your phone number	136	**	120	**	**	**	**	**	110	110	**
	48%	**	51%	**	**	**	**	**	49%	49%	**
Base	132	7	73	3	5	2	1	4	65	53	13
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	239	38	159	11	27	9	17	13	121	100	20
Setting up a new online account	140	**	96	**	**	**	**	**	**	**	**
	58%	**	60%	**	**	**	**	**	**	**	**
Base	55	-	55	-	-	-	-	-	55	42	14
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	255	40	171	12	28	9	18	13	132	110	22

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Getting the switch to happen on the date you wanted	109	26	80	**	17	**	**	**	55	48	**
	43%	65%	47%	**	60%	**	**	**	41%	43%	**
Base	115	41	41	7	33	11	14	16	-	-	-
Having new equipment installed by the new provider	50	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**
Base	116	37	37	15	21	6	18	12	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	55	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Base	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you always had access to your services	205	52	169	**	31	**	**	**	117	96	**
	39%	63%	47%	**	55%	**	**	**	42%	43%	**
Base	524	83	362	27	57	17	34	32	278	226	52
Arranging the switch so that you were not paying for your old and new services at the same time	215	47	166	**	26	**	**	**	119	100	**
	41%	56%	46%	**	45%	**	**	**	43%	44%	**

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Base	92	26	26	4	22	6	6	13	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	98	-	98	-	-	-	-	-	98	81	17
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	114	42	42	13	29	11	18	13	-	-	-
Returning your previous provider's equipment	36	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	199	9	115	2	7	2	2	6	105	85	20
Other devices or products you own not working with the new service	39	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Base	155	15	109	3	12	4	6	6	94	72	22
Resolving billing issues with your previous provider	19	**	19	**	**	**	**	**	**	**	**
	12%	**	17%	**	**	**	**	**	**	**	**
Base	82	8	8	2	5	1	2	4	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	468	185	404	69	116	48	90	47	219	150	69
Effective Weighted Sample	277	161	297	66	99	45	86	44	195	144	66
Total	524	83	362	27	57	17	34	32	278	226	52
Paying a disconnection charge to your previous provider	17	2	2	**	1	**	**	**	-	-	**
	21%	28%	28%	**	17%	**	**	**	-%	-%	**

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Base	216	17	31	50	40	10	5	10	61	-	-	-	-	-	-	-
Comparing what different providers are offering	111	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	244	**	**	69	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	47%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Finding time to research the market	250	**	**	65	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	44%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your previous provider	206	**	**	60	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	41%	**	**	**	**	**	**	**	**	**	**	**	**
Base	155	23	12	31	23	8	5	10	54	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	202	26	21	48	35	13	4	17	54	-	-	-	-	-	-	-
Getting a better deal with your previous provider	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Contacting your new provider	280	**	**	72	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	49%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Cancelling your previous service	212	**	**	62	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	42%	**	**	**	**	**	**	**	**	**	**	**	**
Base	281	61	53	112	112	-	-	-	45	-	-	-	-	-	-	-
Keeping/ transferring your phone number	136	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	132	22	3	40	31	9	4	-	60	-	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	35	26	60	47	13	7	19	61	-	-	-	-	-	-	-
Setting up a new online account	140	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	55	19	10	27	17	10	3	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	255	35	19	78	62	16	5	22	61	-	-	-	-	-	-	-

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	109	**	**	31	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	39%	**	**	**	**	**	**	**	**	**	**	**	**
Base	115	-	-	-	-	-	-	14	60	-	-	-	-	-	-	-
Having new equipment installed by the new provider	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	17	62	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	205	**	**	61	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	42%	**	**	**	**	**	**	**	**	**	**	**	**
Base	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	215	**	**	59	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	40%	**	**	**	**	**	**	**	**	**	**	**	**
Base	92	-	-	-	-	-	-	13	53	-	-	-	-	-	-	-

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	35	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Base	98	38	9	52	41	11	5	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	114	-	-	-	-	-	-	19	53	-	-	-	-	-	-	-
Returning your previous provider's equipment	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	199	40	8	57	43	14	5	10	74	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	155	33	9	51	41	10	11	8	39	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	82	-	-	-	-	-	-	8	66	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	468	60	38	121	75	46	21	34	30	-	-	-	-	-	-	-
Effective Weighted Sample	277	53	36	107	72	44	20	32	30	-	-	-	-	-	-	-
Total	524	77	55	147	112	35	16	40	122	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	17	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Base	216	-	-	-	-	-	-	108	108	167	34	15
Comparing what different providers are offering	111	**	**	**	**	**	**	**	68	77	**	**
	51%	**	**	**	**	**	**	**	63%	46%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Understanding the relevant steps required to switch provider	244	**	**	**	**	**	**	95	149	172	**	**
	46%	**	**	**	**	**	**	37%	55%	41%	**	**
								a				
Base	524	-	-	-	-	-	-	254	269	419	76	29
Finding time to research the market	250	**	**	**	**	**	**	91	158	180	**	**
	48%	**	**	**	**	**	**	36%	59%	43%	**	**
									a			
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your previous provider	206	**	**	**	**	**	**	85	121	141	**	**
	39%	**	**	**	**	**	**	33%	45%	34%	**	**
									a			
Base	155	-	-	-	-	-	-	78	77	128	19	8
Your previous provider trying to persuade you to stay	43	**	**	**	**	**	**	**	**	33	**	**
	28%	**	**	**	**	**	**	**	**	25%	**	**
Base	202	-	-	-	-	-	-	95	108	161	34	7

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Getting a better deal with your previous provider	55	**	**	**	**	**	**	22	32	37	**	**
	27%	**	**	**	**	**	**	24%	30%	23%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Contacting your new provider	280	**	**	**	**	**	**	106	173	200	**	**
	53%	**	**	**	**	**	**	42%	64%	48%	**	**
								a				
Base	524	-	-	-	-	-	-	254	269	419	76	29
Cancelling your previous service	212	**	**	**	**	**	**	91	121	151	**	**
	40%	**	**	**	**	**	**	36%	45%	36%	**	**
								a				
Base	281	-	-	-	-	-	-	138	143	222	45	14
Keeping/ transferring your phone number	136	**	**	**	**	**	**	**	77	94	**	**
	48%	**	**	**	**	**	**	**	54%	43%	**	**
Base	132	-	-	-	-	-	-	98	34	121	7	5
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	-	-	-	-	-	-	113	126	182	41	16
Setting up a new online account	140	**	**	**	**	**	**	**	83	93	**	**
	58%	**	**	**	**	**	**	**	66%	51%	**	**
Base	55	-	-	-	-	-	-	30	25	46	7	3

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Unlocking your handset to take it with you	19	**	**	**	**	**	**	11	8	14	**	**
	35%	**	**	**	**	**	**	38%	33%	31%	**	**
Base	255	-	-	-	-	-	-	125	128	204	38	13
Getting the switch to happen on the date you wanted	109	**	**	**	**	**	**	**	67	72	**	**
	43%	**	**	**	**	**	**	**	52%	35%	**	**
Base	115	-	-	-	-	-	-	45	70	96	12	6
Having new equipment installed by the new provider	50	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**
Base	116	-	-	-	-	-	-	54	62	101	13	2
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	55	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you always had access to your services	205	**	**	**	**	**	**	73	131	143	**	**
	39%	**	**	**	**	**	**	29%	49% a	34%	**	**
Base	524	-	-	-	-	-	-	254	269	419	76	29

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Arranging the switch so that you were not paying for your old and new services at the same time	215 41%	** **	** **	** **	** **	** **	** **	77 30%	137 51% a	152 36%	** **	** **
Base	92	-	-	-	-	-	-	49	43	79	12	1
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	98	-	-	-	-	-	-	46	51	91	7	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	114	-	-	-	-	-	-	50	63	95	14	4
Returning your previous provider's equipment	36 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	199	-	-	-	-	-	-	120	79	183	14	2
Other devices or products you own not working with the new service	39 20%	** **	** **	** **	** **	** **	** **	** **	** **	35 19%	** **	** **
Base	155	-	-	-	-	-	-	103	52	132	19	4
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	468	-	-	-	-	-	-	166	300	362	77	29
Effective Weighted Sample	277	-	-	-	-	-	-	111	176	210	53	18
Total	524	-	-	-	-	-	-	254	269	419	76	29
Resolving billing issues with your previous provider	19	**	**	**	**	**	**	7	12	14	**	**
	12%	**	**	**	**	**	**	6%	24%	10%	**	**
									a			
Base	82	-	-	-	-	-	-	51	31	70	7	5
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Base	216	116	50	33	18	166	51	182	13	13	7	192	24	95	109
Comparing what different providers are offering	111	**	**	**	**	85	**	95	**	**	**	91	**	**	70
	51%	**	**	**	**	51%	**	52%	**	**	**	47%	**	**	64%
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Understanding the relevant steps required to switch provider	244	105	70	**	**	175	68	207	**	**	**	213	**	97	126
	46%	41%	56%	**	**	46%	47%	46%	**	**	**	45%	**	41%	53%
			a												a
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Finding time to research the market	250	93	82	**	**	176	72	215	**	**	**	212	**	94	134
	48%	37%	66%	**	**	46%	50%	48%	**	**	**	45%	**	40%	56%
			aef			a	a								a
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your previous provider	206	91	50	**	**	141	65	178	**	**	**	175	**	73	112
	39%	36%	40%	**	**	37%	45%	40%	**	**	**	37%	**	31%	47%
															a
Base	155	87	26	27	14	113	41	129	18	8	1	144	11	66	79
Your previous provider trying to persuade you to stay	43	**	**	**	**	**	**	38	**	**	**	39	**	**	**
	28%	**	**	**	**	**	**	29%	**	**	**	27%	**	**	**
Base	202	94	53	36	20	147	56	173	8	12	9	182	21	100	86
Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b															

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Getting a better deal with your previous provider	55	22	21	**	**	43	12	52	**	**	**	44	**	21	26
	27%	24%	39%	**	**	29%	22%	30%	**	**	**	24%	**	21%	30%
			af												a
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Contacting your new provider	280	123	76	**	**	199	79	237	**	**	**	241	**	108	145
	53%	48%	61%	**	**	53%	55%	53%	**	**	**	51%	**	46%	61%
			a												a
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Cancelling your previous service	212	84	63	**	**	147	64	180	**	**	**	177	**	83	113
	40%	33%	51%	**	**	39%	44%	40%	**	**	**	37%	**	35%	48%
			ae				a								a
Base	281	145	70	45	22	215	66	237	15	20	9	250	31	139	124
Keeping/ transferring your phone number	136	**	**	**	**	94	**	118	**	**	**	111	**	**	**
	48%	**	**	**	**	44%	**	50%	**	**	**	44%	**	**	**
Base	132	78	17	24	13	95	37	102	18	11	1	128	5	91	38
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	239	124	49	37	28	173	66	186	20	28	5	212	27	91	128
Setting up a new online account	140	**	**	**	**	97	**	115	**	**	**	118	**	**	81
	58%	**	**	**	**	56%	**	62%	**	**	**	56%	**	**	63%
Base	55	39	9	7	-	48	7	51	-	5	-	51	5	28	23

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Unlocking your handset to take it with you	19	12	2	**	**	14	5	19	**	**	**	15	**	5	13
	35%	31%	24%	**	**	30%	70% abe	37%	**	**	**	29%	**	19%	56% a
Base	255	124	66	45	19	190	65	220	15	14	6	232	23	113	118
Getting the switch to happen on the date you wanted	109	42	**	**	**	77	**	93	**	**	**	94	**	**	68
	43%	34%	**	**	**	40%	**	42%	**	**	**	40%	**	**	57%
Base	115	53	21	19	20	74	40	92	11	7	5	111	4	36	69
Having new equipment installed by the new provider	50	**	**	**	**	**	**	37	**	**	**	47	**	**	**
	43%	**	**	**	**	**	**	41%	**	**	**	42%	**	**	**
Base	116	51	32	21	12	83	33	84	16	15	1	106	10	52	55
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	55	**	**	**	**	**	**	**	**	**	**	46	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	43%	**	**	**
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you always had access to your services	205	80	63	**	**	142	62	181	**	**	**	171	**	69	116
	39%	31%	50% ae	**	**	38%	43% a	41%	**	**	**	36%	**	30%	49% a
Base	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES a	NO b
Significance Level: 95%															
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Arranging the switch so that you were not paying for your old and new services at the same time	215 41%	77 30%	71 57% ae	** **	** **	148 39% a	66 46% a	192 43%	** **	** **	** **	178 37%	** **	78 33%	119 50% a
Base	92	52	18	13	8	71	21	76	6	10	*	88	4	46	39
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	98	58	17	17	5	76	22	88	6	3	-	87	11	54	33
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	114	55	24	20	14	78	34	88	13	8	4	105	9	45	59
Returning your previous provider's equipment	36 32%	** **	** **	** **	** **	** **	** **	32 37%	** **	** **	** **	29 27%	** **	** **	** **
Base	199	124	33	34	8	157	42	163	17	18	1	192	7	117	64
Other devices or products you own not working with the new service	39 20%	** **	** **	** **	** **	** **	** **	28 17%	** **	** **	** **	34 17%	** **	** **	** **
Base	155	86	28	22	20	114	41	130	12	10	3	148	8	84	53
Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b															

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	468	207	126	60	73	333	133	408	27	24	9	420	48	188	232
Effective Weighted Sample	277	128	77	34	43	203	72	248	14	13	5	245	34	117	129
Total	524	255	124	82	61	379	143	447	34	33	10	475	49	235	238
Resolving billing issues with your previous provider	19	5	9	**	**	15	4	17	**	**	**	16	**	8	9
	12%	6%	34%	**	**	13%	10%	13%	**	**	**	11%	**	10%	18%
			aef			a									a
Base	82	48	13	11	9	61	20	57	15	10	-	79	2	25	45
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	c
Significance Level: 95%											
Unweighted total	795	258	675	90	168	54	123	81	417	257	160
Effective Weighted Sample	469	221	510	86	143	51	118	76	363	247	154
Total	1000	122	636	35	87	19	47	56	514	396	118
Arranging the switch so that you were not paying for your old and new services at the same time (P)	124	8	79	**	7	**	3	**	70	58	13
	12%	7%	12%	**	8%	**	6%	**	14%	15%	11%
		a									
Cancelling your previous service (P)	95	17	54	**	15	**	4	**	37	24	13
	9%	14%	9%	**	17%	**	8%	**	7%	6%	11%
		b									
Arranging the switch so that you always had access to your services (P)	85	6	58	**	4	**	3	**	51	45	6
	9%	5%	9%	**	4%	**	6%	**	10%	11%	5%
		a								c	
Understanding the relevant steps required to switch provider	77	5	51	**	5	**	1	**	46	32	14
	8%	4%	8%	**	5%	**	2%	**	9%	8%	12%
		a									
Finding time to research the market	72	9	53	**	6	**	4	**	44	35	9
	7%	8%	8%	**	7%	**	8%	**	9%	9%	7%
		b									
Getting a better deal with your previous provider	62	17	47	**	12	**	6	**	30	22	8
	6%	14%	7%	**	13%	**	14%	**	6%	5%	7%
		b									
Contacting your new provider	56	8	37	**	5	**	1	**	29	22	8
	6%	6%	6%	**	6%	**	3%	**	6%	5%	7%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	c
Significance Level: 95%											
Unweighted total	795	258	675	90	168	54	123	81	417	257	160
Effective Weighted Sample	469	221	510	86	143	51	118	76	363	247	154
Total	1000	122	636	35	87	19	47	56	514	396	118
Keeping/ transferring your phone number	48	5	32	**	2	**	1	**	27	27	-
	5%	4%	5%	**	3%	**	3%	**	5%	7%	-%
									c	c	
Resolving billing issues with your previous provider	47	13	29	**	7	**	9	**	16	10	6
	5%	11%	5%	**	8%	**	20%	**	3%	2%	5%
		b									
Your previous provider trying to persuade you to stay	38	4	23	**	3	**	2	**	19	15	3
	4%	3%	4%	**	3%	**	5%	**	4%	4%	3%
Other devices or products you own not working with the new service	31	1	25	**	1	**	1	**	24	17	7
	3%	1%	4%	**	1%	**	2%	**	5%	4%	6%
			a								
Contacting your previous provider	28	4	16	**	3	**	2	**	12	10	3
	3%	3%	3%	**	4%	**	4%	**	2%	2%	2%
Getting the switch to happen on the date you wanted (P)	25	2	22	**	1	**	1	**	20	15	5
	3%	2%	3%	**	1%	**	1%	**	4%	4%	4%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24	-	24	**	-	**	-	**	24	20	4
	2%	-%	4%	**	-%	**	-%	**	5%	5%	3%
			a								
Returning your previous provider's equipment	22	3	3	**	3	**	1	**	-	-	-
	2%	3%	1%	**	3%	**	2%	**	-%	-%	-%
		b									

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	c
Significance Level: 95%											
Unweighted total	795	258	675	90	168	54	123	81	417	257	160
Effective Weighted Sample	469	221	510	86	143	51	118	76	363	247	154
Total	1000	122	636	35	87	19	47	56	514	396	118
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	22	1	1	**	1	**	*	**	-	-	-
	2%	1%	*%	**	2%	**	1%	**	-%	-%	-%
Comparing what different providers are offering	20	4	11	**	3	**	-	**	8	6	2
	2%	3%	2%	**	3%	**	-%	**	2%	1%	2%
Setting up a new online account	20	1	12	**	1	**	-	**	11	8	2
	2%	1%	2%	**	1%	**	-%	**	2%	2%	2%
Having new equipment installed by the new provider	17	5	5	**	4	**	2	**	-	-	-
	2%	4%	1%	**	4%	**	4%	**	-%	-%	-%
Paying a disconnection charge to your previous provider	14	2	2	**	2	**	1	**	-	-	-
	1%	2%	*%	**	2%	**	3%	**	-%	-%	-%
Paying the charge to exit your contract early	13	1	12	**	1	**	1	**	11	6	5
	1%	1%	2%	**	1%	**	3%	**	2%	1%	4%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	6	2	2	**	1	**	1	**	-	-	-
	1%	1%	*%	**	1%	**	2%	**	-%	-%	-%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	c
Significance Level: 95%											
Unweighted total	795	258	675	90	168	54	123	81	417	257	160
Effective Weighted Sample	469	221	510	86	143	51	118	76	363	247	154
Total	1000	122	636	35	87	19	47	56	514	396	118
Unlocking your handset to take it with you	6	-	6	**	-	**	-	**	6	5	1
	1%	-%	1%	**	-%	**	-%	**	1%	1%	1%
ANY MAIN DIFFICULTY	951	119	605	**	85	**	45	**	486	376	111
	95%	97%	95%	**	98%	**	95%	**	95%	95%	94%
ANY PROCESS (P)	329	33	213	**	26	**	10	**	180	142	38
	33%	27%	33%	**	29%	**	21%	**	35%	36%	32%
None of these stood out as a main difficulty	30	3	20	**	2	**	1	**	17	13	5
	3%	2%	3%	**	2%	**	3%	**	3%	3%	4%
Can't remember	19	1	11	**	-	**	1	**	10	8	2
	2%	1%	2%	**	-%	**	2%	**	2%	2%	2%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
		a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Significance Level: 95%																
Unweighted total	795	156	40	221	132	89	55	45	75	-	-	-	-	-	-	-
Effective Weighted Sample	469	137	36	191	127	86	53	41	75	-	-	-	-	-	-	-
Total	1000	201	46	267	203	64	42	58	306	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	124	25	**	41	34	**	**	**	**	**	**	**	**	**	**	**
	12%	13%	**	15%	17%	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	95	13	**	21	14	**	**	**	**	**	**	**	**	**	**	**
	9%	6%	**	8%	7%	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	85	28	**	22	18	**	**	**	**	**	**	**	**	**	**	**
	9%	14%	**	8%	9%	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	77	17	**	27	18	**	**	**	**	**	**	**	**	**	**	**
	8%	8%	**	10%	9%	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	72	21	**	21	15	**	**	**	**	**	**	**	**	**	**	**
	7%	10%	**	8%	7%	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	62	5	**	16	12	**	**	**	**	**	**	**	**	**	**	**
	6%	2%	**	6%	6%	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	56	10	**	16	13	**	**	**	**	**	**	**	**	**	**	**
	6%	5%	**	6%	6%	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	48	11	**	13	13	**	**	**	**	**	**	**	**	**	**	**
	5%	6%	**	5%	6%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	795	156	40	221	132	89	55	45	75	-	-	-	-	-	-	-
Effective Weighted Sample	469	137	36	191	127	86	53	41	75	-	-	-	-	-	-	-
Total	1000	201	46	267	203	64	42	58	306	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	47 5%	6 3%	** **	6 2%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Your previous provider trying to persuade you to stay	38 4%	7 3%	** **	11 4%	10 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Other devices or products you own not working with the new service	31 3%	13 7%	** **	11 4%	7 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Contacting your previous provider	28 3%	6 3%	** **	4 2%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Getting the switch to happen on the date you wanted (P)	25 3%	8 4%	** **	12 4%	10 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24 2%	9 5%	** **	13 5%	11 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Returning your previous provider's equipment	22 2%	- -%	** **	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	22 2%	- -%	** **	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
		a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Significance Level: 95%																
Unweighted total	795	156	40	221	132	89	55	45	75	-	-	-	-	-	-	-
Effective Weighted Sample	469	137	36	191	127	86	53	41	75	-	-	-	-	-	-	-
Total	1000	201	46	267	203	64	42	58	306	-	-	-	-	-	-	-
Comparing what different providers are offering	20	3	**	4	3	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	1%	1%	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	20	5	**	5	4	**	**	**	**	**	**	**	**	**	**	**
	2%	3%	**	2%	2%	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	17	-	**	-	-	**	**	**	**	**	**	**	**	**	**	**
	2%	-%	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	14	-	**	-	-	**	**	**	**	**	**	**	**	**	**	**
	1%	-%	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	13	3	**	7	4	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	2%	2%	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	6	-	**	-	-	**	**	**	**	**	**	**	**	**	**	**
	1%	-%	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	6	-	**	4	4	**	**	**	**	**	**	**	**	**	**	**
	1%	-%	**	2%	2%	**	**	**	**	**	**	**	**	**	**	**
ANY MAIN DIFFICULTY	951	191	**	253	192	**	**	**	**	**	**	**	**	**	**	**
	95%	95%	**	95%	94%	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS (P)	329	75	**	95	76	**	**	**	**	**	**	**	**	**	**	**
	33%	37%	**	36%	37%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Base : Those who experienced any major difficulties when switching

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	795	156	40	221	132	89	55	45	75	-	-	-	-	-	-	-
Effective Weighted Sample	469	137	36	191	127	86	53	41	75	-	-	-	-	-	-	-
Total	1000	201	46	267	203	64	42	58	306	-	-	-	-	-	-	-
None of these stood out as a main difficulty	30	6	**	11	8	**	**	**	**	**	**	**	**	**	**	**
	3%	3%	**	4%	4%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	19	4	**	4	4	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	1%	2%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	795	-	-	-	-	-	-	309	473	663	104	25
Effective Weighted Sample	469	-	-	-	-	-	-	211	268	398	59	12
Total	1000	-	-	-	-	-	-	527	457	868	109	21
Arranging the switch so that you were not paying for your old and new services at the same time (P)	124 12%	** **	** **	** **	** **	** **	** **	65 12%	58 13%	113 13%	8 8%	** **
Cancelling your previous service (P)	95 9%	** **	** **	** **	** **	** **	** **	53 10%	41 9%	78 9%	14 12%	** **
Arranging the switch so that you always had access to your services (P)	85 9%	** **	** **	** **	** **	** **	** **	49 9%	37 8%	82 9% b	3 3%	** **
Understanding the relevant steps required to switch provider	77 8%	** **	** **	** **	** **	** **	** **	48 9% b	20 4%	73 8%	3 3%	** **
Finding time to research the market	72 7%	** **	** **	** **	** **	** **	** **	34 6%	36 8%	56 6%	11 10%	** **
Getting a better deal with your previous provider	62 6%	** **	** **	** **	** **	** **	** **	28 5%	33 7%	43 5%	16 14% a	** **
Contacting your new provider	56 6%	** **	** **	** **	** **	** **	** **	27 5%	28 6%	51 6%	4 3%	** **
Keeping/ transferring your phone number	48 5%	** **	** **	** **	** **	** **	** **	21 4%	27 6%	39 5%	9 8%	** **
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	795	-	-	-	-	-	-	309	473	663	104	25
Effective Weighted Sample	469	-	-	-	-	-	-	211	268	398	59	12
Total	1000	-	-	-	-	-	-	527	457	868	109	21
Resolving billing issues with your previous provider	47	**	**	**	**	**	**	27	20	36	8	**
	5%	**	**	**	**	**	**	5%	4%	4%	8%	**
Your previous provider trying to persuade you to stay	38	**	**	**	**	**	**	17	21	36	1	**
	4%	**	**	**	**	**	**	3%	5%	4%	1%	**
Other devices or products you own not working with the new service	31	**	**	**	**	**	**	15	15	27	1	**
	3%	**	**	**	**	**	**	3%	3%	3%	1%	**
Contacting your previous provider	28	**	**	**	**	**	**	18	9	25	3	**
	3%	**	**	**	**	**	**	4%	2%	3%	2%	**
Getting the switch to happen on the date you wanted (P)	25	**	**	**	**	**	**	16	9	24	*	**
	3%	**	**	**	**	**	**	3%	2%	3%	*%	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24	**	**	**	**	**	**	14	9	22	1	**
	2%	**	**	**	**	**	**	3%	2%	3%	1%	**
Returning your previous provider's equipment	22	**	**	**	**	**	**	15	7	12	9	**
	2%	**	**	**	**	**	**	3%	2%	1%	8% a	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	22	**	**	**	**	**	**	14	8	18	4	**
	2%	**	**	**	**	**	**	3%	2%	2%	3%	**
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	795	-	-	-	-	-	-	309	473	663	104	25
Effective Weighted Sample	469	-	-	-	-	-	-	211	268	398	59	12
Total	1000	-	-	-	-	-	-	527	457	868	109	21
Comparing what different providers are offering	20	**	**	**	**	**	**	13	6	18	2	**
	2%	**	**	**	**	**	**	3%	1%	2%	2%	**
Setting up a new online account	20	**	**	**	**	**	**	9	11	19	1	**
	2%	**	**	**	**	**	**	2%	2%	2%	1%	**
Having new equipment installed by the new provider	17	**	**	**	**	**	**	7	10	14	3	**
	2%	**	**	**	**	**	**	1%	2%	2%	3%	**
Paying a disconnection charge to your previous provider	14	**	**	**	**	**	**	5	9	14	-	**
	1%	**	**	**	**	**	**	1%	2%	2%	-%	**
Paying the charge to exit your contract early	13	**	**	**	**	**	**	8	5	13	-	**
	1%	**	**	**	**	**	**	2%	1%	2%	-%	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	6	**	**	**	**	**	**	4	2	6	*	**
	1%	**	**	**	**	**	**	1%	*%	1%	*%	**
Unlocking your handset to take it with you	6	**	**	**	**	**	**	-	6	6	-	**
	1%	**	**	**	**	**	**	-%	1%	1%	-%	**
									a			
ANY MAIN DIFFICULTY	951	**	**	**	**	**	**	509	427	826	102	**
	95%	**	**	**	**	**	**	97%	94%	95%	94%	**
ANY PROCESS (P)	329	**	**	**	**	**	**	182	145	298	25	**
	33%	**	**	**	**	**	**	35%	32%	34%	23%	**
										b		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	~c
Unweighted total	795	-	-	-	-	-	-	309	473	663	104	25
Effective Weighted Sample	469	-	-	-	-	-	-	211	268	398	59	12
Total	1000	-	-	-	-	-	-	527	457	868	109	21
None of these stood out as a main difficulty	30	**	**	**	**	**	**	15	14	26	4	**
	3%	**	**	**	**	**	**	3%	3%	3%	4%	**
Can't remember	19	**	**	**	**	**	**	3	15	16	2	**
	2%	**	**	**	**	**	**	1%	3%	2%	2%	**
									a			

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	795	375	178	119	119	553	238	699	46	37	13	739	56	401	285
Effective Weighted Sample	469	231	103	67	66	334	133	414	27	21	7	434	37	248	152
Total	1000	496	214	150	136	710	286	867	66	53	14	941	59	553	308
Arranging the switch so that you were not paying for your old and new services at the same time (P)	124 12%	71 14%	20 9%	17 11%	13 10%	91 13%	30 10%	106 12%	** **	** **	** **	119 13%	** **	64 12%	44 14%
Cancelling your previous service (P)	95 9%	51 10%	20 10%	14 9%	9 6%	72 10%	22 8%	85 10%	** **	** **	** **	93 10%	** **	43 8%	34 11%
Arranging the switch so that you always had access to your services (P)	85 9%	43 9%	13 6%	18 12%	11 8%	56 8%	30 10%	79 9%	** **	** **	** **	82 9%	** **	41 7%	31 10%
Understanding the relevant steps required to switch provider	77 8%	40 8%	13 6%	9 6%	14 10%	54 8%	22 8%	63 7%	** **	** **	** **	75 8%	** **	44 8%	22 7%
Finding time to research the market	72 7%	30 6%	19 9%	12 8%	12 9%	49 7%	24 8%	64 7%	** **	** **	** **	68 7%	** **	37 7%	21 7%
Getting a better deal with your previous provider	62 6%	28 6%	21 10% f	7 4%	6 5%	49 7%	13 4%	58 7%	** **	** **	** **	58 6%	** **	23 4%	36 12% a
Contacting your new provider	56 6%	23 5%	9 4%	9 6%	15 11% abe	32 4%	24 8% e	52 6%	** **	** **	** **	52 6%	** **	31 6%	12 4%
Keeping/ transferring your phone number	48 5%	23 5%	15 7%	6 4%	4 3%	38 5%	10 3%	44 5%	** **	** **	** **	47 5%	** **	35 6%	10 3%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	795	375	178	119	119	553	238	699	46	37	13	739	56	401	285
Effective Weighted Sample	469	231	103	67	66	334	133	414	27	21	7	434	37	248	152
Total	1000	496	214	150	136	710	286	867	66	53	14	941	59	553	308
Resolving billing issues with your previous provider	47 5%	23 5%	11 5%	6 4%	7 5%	34 5%	13 5%	42 5%	** **	** **	** **	44 5%	** **	18 3%	22 7% a
Your previous provider trying to persuade you to stay	38 4%	13 3%	11 5%	7 5%	7 5%	24 3%	14 5%	36 4%	** **	** **	** **	35 4%	** **	28 5%	9 3%
Other devices or products you own not working with the new service	31 3%	23 5% b	3 1%	3 2%	2 2%	25 4%	5 2%	24 3%	** **	** **	** **	28 3%	** **	22 4% b	1 *%
Contacting your previous provider	28 3%	6 1%	6 3%	14 9% abde	3 2%	12 2%	16 6% ae	20 2%	** **	** **	** **	24 3%	** **	7 1%	15 5% a
Getting the switch to happen on the date you wanted (P)	25 3%	9 2%	8 4%	5 4%	3 2%	17 2%	8 3%	22 3%	** **	** **	** **	24 3%	** **	16 3%	6 2%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24 2%	14 3%	6 3%	1 1%	3 2%	20 3%	3 1%	23 3%	** **	** **	** **	20 2%	** **	20 4% b	3 1%
Returning your previous provider's equipment	22 2%	13 3%	3 1%	5 3%	1 1%	16 2%	6 2%	14 2%	** **	** **	** **	22 2%	** **	11 2%	7 2%
Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b															

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	795	375	178	119	119	553	238	699	46	37	13	739	56	401	285
Effective Weighted Sample	469	231	103	67	66	334	133	414	27	21	7	434	37	248	152
Total	1000	496	214	150	136	710	286	867	66	53	14	941	59	553	308
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	22 2%	8 2%	6 3%	4 3%	4 3%	13 2%	9 3%	9 1%	** **	** **	** **	22 2%	** **	17 3%	5 2%
Comparing what different providers are offering	20 2%	7 1%	6 3%	1 1%	6 5% a	13 2%	7 2%	19 2%	** **	** **	** **	19 2%	** **	18 3% b	1 *%
Setting up a new online account	20 2%	17 3% bc	1 *%	- -%	2 2%	18 2%	2 1%	13 1%	** **	** **	** **	20 2%	** **	13 2%	6 2%
Having new equipment installed by the new provider	17 2%	13 3%	1 *%	1 *%	3 2%	14 2%	4 1%	17 2%	** **	** **	** **	17 2%	** **	8 1%	8 3%
Paying a disconnection charge to your previous provider	14 1%	5 1%	4 2%	1 *%	4 3%	9 1%	5 2%	13 1%	** **	** **	** **	14 1%	** **	4 1%	5 2%
Paying the charge to exit your contract early	13 1%	8 2%	- -%	3 2%	2 2%	8 1%	5 2%	11 1%	** **	** **	** **	12 1%	** **	11 2%	1 *%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	6 1%	4 1%	1 1%	* *%	- -%	6 1%	* *%	6 1%	** **	** **	** **	6 1%	** **	5 1%	1 *%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	795	375	178	119	119	553	238	699	46	37	13	739	56	401	285
Effective Weighted Sample	469	231	103	67	66	334	133	414	27	21	7	434	37	248	152
Total	1000	496	214	150	136	710	286	867	66	53	14	941	59	553	308
Unlocking your handset to take it with you	6	1	4	1	-	4	1	6	**	**	**	6	**	4	-
	1%	*%	2%	1%	-%	1%	*%	1%	**	**	**	1%	**	1%	-%
ANY MAIN DIFFICULTY	951	473	199	143	131	673	275	824	**	**	**	907	**	521	302
	95%	95%	93%	95%	97%	95%	96%	95%	**	**	**	96%	**	94%	98%
ANY PROCESS (P)	329	174	61	54	35	236	90	292	**	**	**	318	**	163	115
	33%	35%	29%	36%	26%	33%	31%	34%	**	**	**	34%	**	30%	37%
None of these stood out as a main difficulty	30	17	7	3	3	24	7	28	**	**	**	21	**	21	6
	3%	3%	3%	2%	2%	3%	2%	3%	**	**	**	2%	**	4%	2%
Can't remember	19	6	7	4	1	14	5	16	**	**	**	14	**	10	1
	2%	1%	3%	3%	1%	2%	2%	2%	**	**	**	1%	**	2%	*%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Arranging the switch so that you were not paying for your old and new services at the same time (P)	124 7%	8 3%	79 6% a	2 1%	7 4% a	1 1%	3 2%	5 5% b	70 7%	58 8%	13 6%
Cancelling your previous service (P)	95 5%	17 5%	54 4%	2 2%	15 9% a	3 6%	4 2%	10 10% b	37 4%	24 3%	13 6% b
Arranging the switch so that you always had access to your services (P)	85 5%	6 2%	58 4% a	2 2%	4 2%	1 1%	3 2%	3 3%	51 5%	45 6%	6 3%
Understanding the relevant steps required to switch provider	77 4%	5 2%	51 4% a	* *%	5 3% a	- -%	1 1%	4 4% ab	46 5%	32 4%	14 7%
Finding time to research the market	72 4%	9 3%	53 4%	3 2%	6 4%	* 1%	4 2%	5 5% a	44 5%	35 5%	9 4%
Getting a better deal with your previous provider	62 3%	17 6% b	47 4%	5 4%	12 7%	4 8%	6 4%	6 6%	30 3%	22 3%	8 4%
Contacting your new provider	56 3%	8 2%	37 3%	2 2%	5 3%	2 3%	1 1%	5 5% b	29 3%	22 3%	8 4%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Keeping/ transferring your phone number	48	5	32	2	2	1	1	2	27	27	-
	3%	1%	2%	2%	1%	2%	1%	2%	3%	4%	-%
									c	c	
Resolving billing issues with your previous provider	47	13	29	7	7	3	9	1	16	10	6
	3%	4%	2%	5%	4%	5%	6%	1%	2%	1%	3%
		b					c				
Your previous provider trying to persuade you to stay	38	4	23	1	3	*	2	1	19	15	3
	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%
Other devices or products you own not working with the new service	31	1	25	*	1	-	1	1	24	17	7
	2%	*%	2%	*%	1%	-%	1%	1%	2%	2%	3%
			a								
Contacting your previous provider	28	4	16	1	3	1	2	1	12	10	3
	2%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%
Getting the switch to happen on the date you wanted (P)	25	2	22	1	1	1	1	1	20	15	5
	1%	1%	2%	1%	*%	1%	*%	1%	2%	2%	2%
			a								
Moving your content from one cloud storage to another											
– e.g. from O2 Cloud to iCloud	24	-	24	-	-	-	-	-	24	20	4
	1%	-%	2%	-%	-%	-%	-%	-%	2%	3%	2%
			a								

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Returning your previous provider's equipment	22	3	3	1	3	1	1	2	-	-	-
	1%	1%	1%	1%	2%	2%	1%	2%	-%	-%	-%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	22	1	1	-	1	-	*	1	-	-	-
	1%	1%	1%	-%	1%	-%	1%	1%	-%	-%	-%
Comparing what different providers are offering	20	4	11	1	3	1	-	3	8	6	2
	1%	1%	1%	1%	2%	1%	-%	3%	1%	1%	1%
Setting up a new online account	20	1	12	-	1	*	-	1	11	8	2
	1%	1%	1%	-%	1%	1%	-%	1%	1%	1%	1%
Having new equipment installed by the new provider	17	5	5	1	4	*	2	3	-	-	-
	1%	2%	1%	1%	2%	1%	1%	3%	-%	-%	-%
Paying a disconnection charge to your previous provider	14	2	2	*	2	-	1	1	-	-	-
	1%	1%	1%	1%	1%	-%	1%	1%	-%	-%	-%
Paying the charge to exit your contract early	13	1	12	1	1	-	1	-	11	6	5
	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	2%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	6	2	2	1	1	-	1	1	-	-	-
	%	1%	%	1%	%	-%	1%	1%	-%	-%	-%
Unlocking your handset to take it with you	6	-	6	-	-	-	-	-	6	5	1
	%	-%	%	-%	-%	-%	-%	-%	1%	1%	%
ANY MAIN DIFFICULTY	951	119	605	33	85	18	45	56	486	376	111
	53%	39%	47%	25%	49%	33%	29%	56%	50%	50%	51%
			a		a			ab			
ANY PROCESS (P)	329	33	213	7	26	5	10	18	180	142	38
	18%	11%	17%	6%	15%	9%	6%	18%	18%	19%	17%
			a		a			ab			
None of these stood out as a main difficulty	30	3	20	1	2	1	1	1	17	13	5
	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%
Can't remember	19	1	11	1	-	-	1	-	10	8	2
	1%	%	1%	1%	-%	-%	1%	-%	1%	1%	1%
NO MAJOR DIFFICULTIES	812	184	646	98	85	35	106	43	462	362	100
	45%	60%	50%	74%	49%	65%	69%	43%	47%	48%	46%
		b		b		c	c				

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	124 7%	25 9%	4 2%	41 8%	34 8%	7 7%	5 6%	8 6%	37 9%	** **	** **	** **	** **	** **	** **	** **
Cancelling your previous service (P)	95 5%	13 4%	4 2%	21 4%	14 3%	7 6%	4 5%	7 5%	34 8%	** **	** **	** **	** **	** **	** **	** **
Arranging the switch so that you always had access to your services (P)	85 5%	28 10%	1 1%	22 4%	18 5%	4 3%	3 3%	4 3%	24 6%	** **	** **	** **	** **	** **	** **	** **
Understanding the relevant steps required to switch provider	77 4%	17 6%	3 2%	27 5%	18 5%	9 8%	4 5%	1 1%	24 6%	** **	** **	** **	** **	** **	** **	** **
Finding time to research the market	72 4%	21 7%	3 1%	21 4%	15 4%	6 6%	2 3%	3 2%	16 4%	** **	** **	** **	** **	** **	** **	** **
Getting a better deal with your previous provider	62 3%	5 2%	9 5%	16 3%	12 3%	4 4%	3 3%	6 5%	9 2%	** **	** **	** **	** **	** **	** **	** **
Contacting your new provider	56 3%	10 4%	3 2%	16 3%	13 3%	4 3%	4 5%	3 2%	16 4%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Keeping/ transferring your phone number	48	11	3	13	13	-	-	-	16	**	**	**	**	**	**	**
	3%	4%	2%	3%	3%	-%	-%	-%	4%	**	**	**	**	**	**	**
		ef		e	e				a							
Resolving billing issues with your previous provider	47	6	3	6	3	4	2	5	13	**	**	**	**	**	**	**
	3%	2%	2%	1%	1%	4%	2%	4%	3%	**	**	**	**	**	**	**
						d										
Your previous provider trying to persuade you to stay	38	7	1	11	10	1	2	4	12	**	**	**	**	**	**	**
	2%	2%	1%	2%	2%	1%	3%	3%	3%	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	31	13	-	11	7	4	3	1	4	**	**	**	**	**	**	**
	2%	5%	-%	2%	2%	3%	4%	1%	1%	**	**	**	**	**	**	**
		b				b	b									
Contacting your previous provider	28	6	2	4	1	3	-	4	8	**	**	**	**	**	**	**
	2%	2%	1%	1%	*%	3%	-%	3%	2%	**	**	**	**	**	**	**
						d										
Getting the switch to happen on the date you wanted (P)	25	8	-	12	10	2	3	3	-	**	**	**	**	**	**	**
	1%	3%	-%	2%	3%	2%	4%	2%	-%	**	**	**	**	**	**	**
		b					b									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24	9	2	13	11	2	2	-	-	**	**	**	**	**	**	**
	1%	3%	1%	2%	3%	2%	3%	-%	-%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY a	SIM ONLY b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) d	FULL CONTRACT (C&R) e	PREPAY (C&R) f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Returning your previous provider's equipment	22 1%	- -%	- -%	- -%	- -%	- -%	- -%	2 2%	17 4%	** **	** **	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	22 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	21 5% a	** **	** **	** **	** **	** **	** **	** **
Comparing what different providers are offering	20 1%	3 1%	1 *%	4 1%	3 1%	1 1%	- -%	- -%	9 2%	** **	** **	** **	** **	** **	** **	** **
Setting up a new online account	20 1%	5 2%	- -%	5 1%	4 1%	1 1%	2 2%	- -%	8 2%	** **	** **	** **	** **	** **	** **	** **
Having new equipment installed by the new provider	17 1%	- -%	- -%	- -%	- -%	- -%	- -%	4 3%	8 2%	** **	** **	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	14 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	12 3%	** **	** **	** **	** **	** **	** **	** **
Paying the charge to exit your contract early	13 1%	3 1%	2 1%	7 1%	4 1%	3 3%	1 1%	1 1%	- -%	** **	** **	** **	** **	** **	** **	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	6 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	4 1%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Unlocking your handset to take it with you	6	-	1	4	4	1	-	-	-	**	**	**	**	**	**	**
	%	%	1%	1%	1%	1%	-%	-%	-%	**	**	**	**	**	**	**
ANY MAIN DIFFICULTY	951	191	43	253	192	61	40	56	291	**	**	**	**	**	**	**
	53%	67%	23%	50%	48%	57%	50%	45%	72%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
ANY PROCESS (P)	329	75	10	95	76	19	15	22	94	**	**	**	**	**	**	**
	18%	26%	5%	19%	19%	18%	19%	17%	23%	**	**	**	**	**	**	**
		bc		b	b	b	b									
None of these stood out as a main difficulty	30	6	1	11	8	3	1	2	8	**	**	**	**	**	**	**
	2%	2%	1%	2%	2%	3%	1%	2%	2%	**	**	**	**	**	**	**
Can't remember	19	4	2	4	4	-	1	-	8	**	**	**	**	**	**	**
	1%	2%	1%	1%	1%	-%	2%	-%	2%	**	**	**	**	**	**	**
NO MAJOR DIFFICULTIES	812	84	139	239	196	44	38	67	99	**	**	**	**	**	**	**
	45%	29%	75%	47%	49%	40%	48%	54%	24%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Arranging the switch so that you were not paying for your old and new services at the same time (P)	124 7%	** **	** **	** **	** **	** **	** **	65 8%	58 6%	113 8% bc	8 3%	2 2%
Cancelling your previous service (P)	95 5%	** **	** **	** **	** **	** **	** **	53 6%	41 4%	78 6%	14 4%	3 3%
Arranging the switch so that you always had access to your services (P)	85 5%	** **	** **	** **	** **	** **	** **	49 6%	37 4%	82 6% bc	3 1%	- -%
Understanding the relevant steps required to switch provider	77 4%	** **	** **	** **	** **	** **	** **	48 6% b	20 2%	73 5% bc	3 1%	- -%
Finding time to research the market	72 4%	** **	** **	** **	** **	** **	** **	34 4%	36 4%	56 4%	11 4%	5 5%
Getting a better deal with your previous provider	62 3%	** **	** **	** **	** **	** **	** **	28 3%	33 4%	43 3%	16 5%	3 3%
Contacting your new provider	56 3%	** **	** **	** **	** **	** **	** **	27 3%	28 3%	51 4% b	4 1%	1 1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Keeping/ transferring your phone number	48	**	**	**	**	**	**	21	27	39	9	-
	3%	**	**	**	**	**	**	2%	3%	3%	3%	-%
Resolving billing issues with your previous provider	47	**	**	**	**	**	**	27	20	36	8	3
	3%	**	**	**	**	**	**	3%	2%	3%	3%	3%
Your previous provider trying to persuade you to stay	38	**	**	**	**	**	**	17	21	36	1	1
	2%	**	**	**	**	**	**	2%	2%	3% b	*%	1%
Other devices or products you own not working with the new service	31	**	**	**	**	**	**	15	15	27	1	*
	2%	**	**	**	**	**	**	2%	2%	2%	*%	1%
Contacting your previous provider	28	**	**	**	**	**	**	18	9	25	3	1
	2%	**	**	**	**	**	**	2%	1%	2%	1%	1%
Getting the switch to happen on the date you wanted (P)	25	**	**	**	**	**	**	16	9	24	*	*
	1%	**	**	**	**	**	**	2%	1%	2% b	*%	*%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24	**	**	**	**	**	**	14	9	22	1	-
	1%	**	**	**	**	**	**	2%	1%	2%	*%	-%
Returning your previous provider's equipment	22	**	**	**	**	**	**	15	7	12	9	2
	1%	**	**	**	**	**	**	2%	1%	1%	3% a	2%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	22 1%	** **	** **	** **	** **	** **	** **	14 2%	8 1%	18 1%	4 1%	- -%
Comparing what different providers are offering	20 1%	** **	** **	** **	** **	** **	** **	13 2%	6 1%	18 1%	2 1%	- -%
Setting up a new online account	20 1%	** **	** **	** **	** **	** **	** **	9 1%	11 1%	19 1%	1 *%	- -%
Having new equipment installed by the new provider	17 1%	** **	** **	** **	** **	** **	** **	7 1%	10 1%	14 1%	3 1%	- -%
Paying a disconnection charge to your previous provider	14 1%	** **	** **	** **	** **	** **	** **	5 1%	9 1%	14 1%	- -%	- -%
Paying the charge to exit your contract early	13 1%	** **	** **	** **	** **	** **	** **	8 1%	5 1%	13 1%	- -%	- -%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	6 *%	** **	** **	** **	** **	** **	** **	4 1%	2 *%	6 *%	* *%	- -%
Unlocking your handset to take it with you	6 *%	** **	** **	** **	** **	** **	** **	- -%	6 1%	6 *%	- -%	- -%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
ANY MAIN DIFFICULTY	951	**	**	**	**	**	**	509	427	826	102	21
	53%	**	**	**	**	**	**	59%	46%	59%	33%	22%
								b		bc	c	
ANY PROCESS (P)	329	**	**	**	**	**	**	182	145	298	25	5
	18%	**	**	**	**	**	**	21%	16%	21%	8%	6%
								b		bc		
None of these stood out as a main difficulty	30	**	**	**	**	**	**	15	14	26	4	-
	2%	**	**	**	**	**	**	2%	2%	2%	1%	-%
Can't remember	19	**	**	**	**	**	**	3	15	16	2	-
	1%	**	**	**	**	**	**	*%	2%	1%	1%	-%
									a			
NO MAJOR DIFFICULTIES	812	**	**	**	**	**	**	335	473	533	204	75
	45%	**	**	**	**	**	**	39%	51%	38%	65%	78%
									a		a	ab

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Arranging the switch so that you were not paying for your old and new services at the same time (P)	124 7%	71 9% bdf	20 5%	17 6%	13 4%	91 8% bdf	30 5%	106 7%	8 6%	** **	** **	119 7% b	4 3%	64 8%	44 6%
Cancelling your previous service (P)	95 5%	51 7% df	20 5%	14 5%	9 3%	72 6% df	22 4%	85 5%	6 4%	** **	** **	93 6% b	2 1%	43 5%	34 4%
Arranging the switch so that you always had access to your services (P)	85 5%	43 6% b	13 3%	18 7% b	11 3%	56 5%	30 5%	79 5%	4 3%	** **	** **	82 5%	4 2%	41 5%	31 4%
Understanding the relevant steps required to switch provider	77 4%	40 5%	13 3%	9 3%	14 4%	54 4%	22 4%	63 4%	10 7%	** **	** **	75 5% b	2 1%	44 5% b	22 3%
Finding time to research the market	72 4%	30 4%	19 4%	12 4%	12 4%	49 4%	24 4%	64 4%	3 2%	** **	** **	68 4%	4 2%	37 5% b	21 3%
Getting a better deal with your previous provider	62 3%	28 4%	21 5% df	7 2%	6 2%	49 4% f	13 2%	58 4%	1 1%	** **	** **	58 4%	4 2%	23 3%	36 5%
Contacting your new provider	56 3%	23 3%	9 2%	9 3%	15 4%	32 3%	24 4%	52 3%	3 2%	** **	** **	52 3%	4 2%	31 4% b	12 2%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Keeping/ transferring your phone number	48 3%	23 3%	15 4%	6 2%	4 1%	38 3%	10 2%	44 3%	3 2%	** **	** **	47 3%	1 1%	35 4% b	10 1%
Resolving billing issues with your previous provider	47 3%	23 3%	11 3%	6 2%	7 2%	34 3%	13 2%	42 3%	1 1%	** **	** **	44 3%	4 2%	18 2%	22 3%
Your previous provider trying to persuade you to stay	38 2%	13 2%	11 2%	7 3%	7 2%	24 2%	14 2%	36 2%	* *%	** **	** **	35 2%	3 2%	28 3% b	9 1%
Other devices or products you own not working with the new service	31 2%	23 3% bdf	3 1%	3 1%	2 1%	25 2% b	5 1%	24 2%	3 2%	** **	** **	28 2%	2 1%	22 3% b	1 *%
Contacting your previous provider	28 2%	6 1%	6 1%	14 5% abde	3 1%	12 1%	16 3% ade	20 1%	1 1%	** **	** **	24 1%	4 2%	7 1%	15 2%
Getting the switch to happen on the date you wanted (P)	25 1%	9 1%	8 2%	5 2%	3 1%	17 1%	8 1%	22 1%	- -%	** **	** **	24 1%	1 1%	16 2% b	6 1%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24 1%	14 2% f	6 1%	1 *%	3 1%	20 2%	3 1%	23 1%	1 *%	** **	** **	20 1%	3 2%	20 3% b	3 *%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Returning your previous provider's equipment	22	13	3	5	1	16	6	14	8	**	**	22	-	11	7
	1%	2%	1%	2%	*%	1%	1%	1%	6%	**	**	1%	-%	1%	1%
		d		d					a						
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	22	8	6	4	4	13	9	9	4	**	**	22	-	17	5
	1%	1%	1%	2%	1%	1%	1%	1%	3%	**	**	1%	-%	2%	1%
									a					b	
Comparing what different providers are offering	20	7	6	1	6	13	7	19	1	**	**	19	1	18	1
	1%	1%	1%	*%	2%	1%	1%	1%	1%	**	**	1%	1%	2%	*%
														b	
Setting up a new online account	20	17	1	-	2	18	2	13	1	**	**	20	-	13	6
	1%	2%	*%	-%	1%	1%	*%	1%	1%	**	**	1%	-%	2%	1%
		bcf				bf									
Having new equipment installed by the new provider	17	13	1	1	3	14	4	17	1	**	**	17	-	8	8
	1%	2%	*%	*%	1%	1%	1%	1%	*%	**	**	1%	-%	1%	1%
		b													
Paying a disconnection charge to your previous provider	14	5	4	1	4	9	5	13	1	**	**	14	-	4	5
	1%	1%	1%	*%	1%	1%	1%	1%	1%	**	**	1%	-%	1%	1%
Paying the charge to exit your contract early	13	8	-	3	2	8	5	11	1	**	**	12	1	11	1
	1%	1%	-%	1%	1%	1%	1%	1%	1%	**	**	1%	1%	1%	*%
		b		b										b	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	6 *%	4 1%	1 *%	* *%	- -%	6 *%	* *%	6 *%	- -%	** **	** **	6 *%	* *%	5 1%	1 *%
Unlocking your handset to take it with you	6 *%	1 *%	4 1%	1 *%	- -%	4 *%	1 *%	6 *%	- -%	** **	** **	6 *%	- -%	4 1%	- -%
			a											b	
ANY MAIN DIFFICULTY	951 53%	473 61% bcdef	199 47% d	143 53% d	131 40%	673 56% bdf	275 46%	824 53% b	61 42%	** **	** **	907 55% b	45 26%	521 65% b	302 39%
ANY PROCESS (P)	329 18%	174 22% bdf	61 14%	54 20% d	35 11%	236 20% bdf	90 15%	292 19%	17 12%	** **	** **	318 19% b	11 6%	163 20% b	115 15%
None of these stood out as a main difficulty	30 2%	17 2%	7 2%	3 1%	3 1%	24 2%	7 1%	28 2%	2 1%	** **	** **	21 1%	9 5% a	21 3% b	6 1%
Can't remember	19 1%	6 1%	7 2%	4 1%	1 *%	14 1%	5 1%	16 1%	3 2%	** **	** **	14 1%	5 3% a	10 1% b	1 *%
NO MAJOR DIFFICULTIES	812 45%	282 36%	211 50% ae	119 44% a	194 59% abce	494 41% a	313 52% ace	682 44%	79 54% a	** **	** **	698 43%	114 66% a	252 31%	469 60% a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	500	-	500	-	-	-	-	-	500	500	-
Effective Weighted Sample	480	-	480	-	-	-	-	-	480	480	-
Total	758	-	758	-	-	-	-	-	758	758	-
Yes – my previous provider told me	202	**	202	**	**	**	**	**	202	202	**
	27%	**	27%	**	**	**	**	**	27%	27%	**
Yes – my new provider told me	264	**	264	**	**	**	**	**	264	264	**
	35%	**	35%	**	**	**	**	**	35%	35%	**
Yes – I knew already	193	**	193	**	**	**	**	**	193	193	**
	25%	**	25%	**	**	**	**	**	25%	25%	**
TOTAL AWARE	659	**	659	**	**	**	**	**	659	659	**
	87%	**	87%	**	**	**	**	**	87%	87%	**
No, I wasn't aware	68	**	68	**	**	**	**	**	68	68	**
	9%	**	9%	**	**	**	**	**	9%	9%	**
Can't remember	31	**	31	**	**	**	**	**	31	31	**
	4%	**	4%	**	**	**	**	**	4%	4%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	500	130	105	265	265	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	480	125	101	254	254	-	-	-	-	-	-	-	-	-	-	-
Total	758	205	155	399	399	-	-	-	-	-	-	-	-	-	-	-
Yes – my previous provider told me	202	85	36	81	81	**	**	**	**	**	**	**	**	**	**	**
	27%	41%	23%	20%	20%	**	**	**	**	**	**	**	**	**	**	**
		bcd														
Yes – my new provider told me	264	76	35	152	152	**	**	**	**	**	**	**	**	**	**	**
	35%	37%	23%	38%	38%	**	**	**	**	**	**	**	**	**	**	**
		b		b	b											
Yes – I knew already	193	26	51	116	116	**	**	**	**	**	**	**	**	**	**	**
	25%	13%	33%	29%	29%	**	**	**	**	**	**	**	**	**	**	**
			a	a	a											
TOTAL AWARE	659	187	123	349	349	**	**	**	**	**	**	**	**	**	**	**
	87%	91%	80%	87%	87%	**	**	**	**	**	**	**	**	**	**	**
		b														
No, I wasn't aware	68	12	27	30	30	**	**	**	**	**	**	**	**	**	**	**
	9%	6%	17%	7%	7%	**	**	**	**	**	**	**	**	**	**	**
			acd													
Can't remember	31	6	5	20	20	**	**	**	**	**	**	**	**	**	**	**
	4%	3%	3%	5%	5%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	500	-	-	-	-	-	-	196	303	389	86	25
Effective Weighted Sample	480	-	-	-	-	-	-	196	303	373	83	24
Total	758	-	-	-	-	-	-	373	384	583	136	39
Yes – my previous provider told me	202	**	**	**	**	**	**	108	94	166	**	**
	27%	**	**	**	**	**	**	29%	24%	28%	**	**
Yes – my new provider told me	264	**	**	**	**	**	**	141	123	211	**	**
	35%	**	**	**	**	**	**	38%	32%	36%	**	**
Yes – I knew already	193	**	**	**	**	**	**	84	108	145	**	**
	25%	**	**	**	**	**	**	22%	28%	25%	**	**
TOTAL AWARE	659	**	**	**	**	**	**	333	324	523	**	**
	87%	**	**	**	**	**	**	89%	84%	90%	**	**
No, I wasn't aware	68	**	**	**	**	**	**	30	38	42	**	**
	9%	**	**	**	**	**	**	8%	10%	7%	**	**
Can't remember	31	**	**	**	**	**	**	10	22	19	**	**
	4%	**	**	**	**	**	**	3%	6%	3%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	500	231	119	59	90	350	149	431	44	16	9	440	60	223	213
Effective Weighted Sample	480	222	114	57	86	336	143	414	42	15	9	422	58	214	204
Total	758	356	180	88	132	536	221	656	64	25	13	670	88	341	318
Yes – my previous provider told me	202	112	35	**	**	146	56	181	**	**	**	183	**	111	63
	27%	31%	19%	**	**	27%	25%	28%	**	**	**	27%	**	33%	20%
		b												b	
Yes – my new provider told me	264	116	78	**	**	194	68	229	**	**	**	240	**	135	93
	35%	33%	43%	**	**	36%	31%	35%	**	**	**	36%	**	40%	29%
			af											b	
Yes – I knew already	193	83	49	**	**	132	61	164	**	**	**	169	**	63	109
	25%	23%	27%	**	**	25%	28%	25%	**	**	**	25%	**	18%	34%
														a	
TOTAL AWARE	659	310	162	**	**	473	184	575	**	**	**	592	**	309	265
	87%	87%	90%	**	**	88%	84%	88%	**	**	**	88%	**	91%	83%
														b	
No, I wasn't aware	68	30	11	**	**	42	27	60	**	**	**	53	**	21	41
	9%	9%	6%	**	**	8%	12%	9%	**	**	**	8%	**	6%	13%
														a	
Can't remember	31	15	6	**	**	22	10	21	**	**	**	26	**	11	13
	4%	4%	4%	**	**	4%	4%	3%	**	**	**	4%	**	3%	4%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	500	-	500	-	-	-	-	-	500	500	-
Effective Weighted Sample	480	-	480	-	-	-	-	-	480	480	-
Total	758	-	758	-	-	-	-	-	758	758	-
Yes – my previous provider told me	152	**	152	**	**	**	**	**	152	152	**
	20%	**	20%	**	**	**	**	**	20%	20%	**
Yes – my new provider told me	286	**	286	**	**	**	**	**	286	286	**
	38%	**	38%	**	**	**	**	**	38%	38%	**
Yes – I knew already	201	**	201	**	**	**	**	**	201	201	**
	26%	**	26%	**	**	**	**	**	26%	26%	**
TOTAL AWARE	639	**	639	**	**	**	**	**	639	639	**
	84%	**	84%	**	**	**	**	**	84%	84%	**
No, I wasn't aware	89	**	89	**	**	**	**	**	89	89	**
	12%	**	12%	**	**	**	**	**	12%	12%	**
Can't remember	30	**	30	**	**	**	**	**	30	30	**
	4%	**	4%	**	**	**	**	**	4%	4%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	500	130	105	265	265	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	480	125	101	254	254	-	-	-	-	-	-	-	-	-	-	-
Total	758	205	155	399	399	-	-	-	-	-	-	-	-	-	-	-
Yes – my previous provider told me	152	70	23	59	59	**	**	**	**	**	**	**	**	**	**	**
	20%	34%	15%	15%	15%	**	**	**	**	**	**	**	**	**	**	**
		bcd														
Yes – my new provider told me	286	70	53	163	163	**	**	**	**	**	**	**	**	**	**	**
	38%	34%	34%	41%	41%	**	**	**	**	**	**	**	**	**	**	**
Yes – I knew already	201	41	42	118	118	**	**	**	**	**	**	**	**	**	**	**
	26%	20%	27%	30%	30%	**	**	**	**	**	**	**	**	**	**	**
		a		a												
TOTAL AWARE	639	181	119	340	340	**	**	**	**	**	**	**	**	**	**	**
	84%	88%	77%	85%	85%	**	**	**	**	**	**	**	**	**	**	**
		b		b	b											
No, I wasn't aware	89	16	27	46	46	**	**	**	**	**	**	**	**	**	**	**
	12%	8%	18%	12%	12%	**	**	**	**	**	**	**	**	**	**	**
		a														
Can't remember	30	8	9	13	13	**	**	**	**	**	**	**	**	**	**	**
	4%	4%	6%	3%	3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	500	-	-	-	-	-	-	196	303	389	86	25
Effective Weighted Sample	480	-	-	-	-	-	-	196	303	373	83	24
Total	758	-	-	-	-	-	-	373	384	583	136	39
Yes – my previous provider told me	152	**	**	**	**	**	**	88	65	129	**	**
20%		**	**	**	**	**	**	23%	17%	22%	**	**
Yes – my new provider told me	286	**	**	**	**	**	**	143	142	223	**	**
38%		**	**	**	**	**	**	38%	37%	38%	**	**
Yes – I knew already	201	**	**	**	**	**	**	89	111	159	**	**
26%		**	**	**	**	**	**	24%	29%	27%	**	**
TOTAL AWARE	639	**	**	**	**	**	**	320	318	511	**	**
84%		**	**	**	**	**	**	86%	83%	88%	**	**
No, I wasn't aware	89	**	**	**	**	**	**	40	49	55	**	**
12%		**	**	**	**	**	**	11%	13%	9%	**	**
Can't remember	30	**	**	**	**	**	**	13	16	17	**	**
4%		**	**	**	**	**	**	4%	4%	3%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	500	231	119	59	90	350	149	431	44	16	9	440	60	223	213
Effective Weighted Sample	480	222	114	57	86	336	143	414	42	15	9	422	58	214	204
Total	758	356	180	88	132	536	221	656	64	25	13	670	88	341	318
Yes – my previous provider told me	152	90	23	**	**	113	39	127	**	**	**	139	**	95	42
	20%	25%	13%	**	**	21%	18%	19%	**	**	**	21%	**	28%	13%
		b				b								b	
Yes – my new provider told me	286	139	78	**	**	217	69	258	**	**	**	257	**	142	114
	38%	39%	43%	**	**	41%	31%	39%	**	**	**	38%	**	42%	36%
			f												
Yes – I knew already	201	78	50	**	**	128	71	173	**	**	**	181	**	67	100
	26%	22%	28%	**	**	24%	32%	26%	**	**	**	27%	**	19%	31%
						a								a	
TOTAL AWARE	639	307	151	**	**	458	179	558	**	**	**	576	**	304	256
	84%	86%	84%	**	**	85%	81%	85%	**	**	**	86%	**	89%	80%
						b									
No, I wasn't aware	89	34	22	**	**	56	34	75	**	**	**	67	**	28	48
	12%	9%	12%	**	**	10%	15%	11%	**	**	**	10%	**	8%	15%
						a									
Can't remember	30	15	7	**	**	22	8	23	**	**	**	27	**	10	15
	4%	4%	4%	**	**	4%	3%	3%	**	**	**	4%	**	3%	5%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	800	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	699	-	699	-	-	-	-	-	699	480	288
Total	976	-	976	-	-	-	-	-	976	758	218
Yes (IF PAC- I was unable to use my number for a period of time	448	**	448	**	**	**	**	**	448	371	77
	46%	**	46%	**	**	**	**	**	46%	49%	36%
									c	c	
No (IF PAC - I was able to use my number the whole time	434	**	434	**	**	**	**	**	434	314	121
	44%	**	44%	**	**	**	**	**	44%	41%	55%
											ab
Can't remember	94	**	94	**	**	**	**	**	94	74	20
	10%	**	10%	**	**	**	**	**	10%	10%	9%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	800	235	147	418	265	153	105	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	699	203	132	364	254	147	101	-	-	-	-	-	-	-	-	-
Total	976	285	185	506	399	108	80	-	-	-	-	-	-	-	-	-
Yes (IF PAC- I was unable to use my number for a period of time	448	163	69	217	179	38	34	**	**	**	**	**	**	**	**	**
	46%	57%	37%	43%	45%	35%	42%	**	**	**	**	**	**	**	**	**
		bcdef														
No (IF PAC - I was able to use my number the whole time	434	96	94	244	184	60	41	**	**	**	**	**	**	**	**	**
	44%	34%	51%	48%	46%	55%	51%	**	**	**	**	**	**	**	**	**
			a	a	a	a	a									
Can't remember	94	26	22	45	35	10	5	**	**	**	**	**	**	**	**	**
	10%	9%	12%	9%	9%	9%	6%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	~c
Unweighted total	800	-	-	-	-	-	-	309	483	640	121	37
Effective Weighted Sample	699	-	-	-	-	-	-	282	440	557	109	33
Total	976	-	-	-	-	-	-	476	493	763	163	48
Yes (IF PAC- I was unable to use my number for a period of time	448	**	**	**	**	**	**	240	208	370	60	**
	46%	**	**	**	**	**	**	50%	42%	48%	37%	**
								b		b		
No (IF PAC - I was able to use my number the whole time	434	**	**	**	**	**	**	195	237	325	87	**
	44%	**	**	**	**	**	**	41%	48%	43%	53%	**
									a		a	
Can't remember	94	**	**	**	**	**	**	42	48	69	17	**
	10%	**	**	**	**	**	**	9%	10%	9%	10%	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	800	350	179	112	155	529	267	688	64	36	12	715	85	376	323
Effective Weighted Sample	699	307	158	97	134	465	231	602	56	30	11	623	77	325	286
Total	976	442	225	128	178	666	306	844	78	40	15	869	107	451	399
Yes (IF PAC- I was unable to use my number for a period of time	448	218	103	51	77	321	128	395	**	**	**	406	**	246	160
	46%	49%	46%	40%	43%	48%	42%	47%	**	**	**	47%	**	55% b	40%
No (IF PAC - I was able to use my number the whole time	434	189	98	63	83	287	147	372	**	**	**	383	**	176	196
	44%	43%	44%	49%	47%	43%	48%	44%	**	**	**	44%	**	39%	49% a
Can't remember	94	35	23	14	18	59	32	77	**	**	**	80	**	28	43
	10%	8%	10%	11%	10%	9%	10%	9%	**	**	**	9%	**	6%	11% a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	344	-	344	-	-	-	-	-	344	241	103
Effective Weighted Sample	307	-	307	-	-	-	-	-	307	231	99
Total	448	-	448	-	-	-	-	-	448	371	77
I was unable to send text messages (IF PAC - from my number)	229	**	229	**	**	**	**	**	229	195	34
	51%	**	51%	**	**	**	**	**	51%	52%	44%
I was unable to receive calls (IF PAC - to my number)	218	**	218	**	**	**	**	**	218	181	37
	49%	**	49%	**	**	**	**	**	49%	49%	48%
I was unable to make calls (IF PAC - from my number)	215	**	215	**	**	**	**	**	215	172	43
	48%	**	48%	**	**	**	**	**	48%	46%	55%
I was unable to receive text messages (IF PAC - to my number)	142	**	142	**	**	**	**	**	142	124	19
	32%	**	32%	**	**	**	**	**	32%	33%	24%
Can't remember	37	**	37	**	**	**	**	**	37	34	3
	8%	**	8%	**	**	**	**	**	8%	9%	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	344	125	50	169	117	52	44	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	307	110	47	150	112	50	42	-	-	-	-	-	-	-	-	-
Total	448	163	69	217	179	38	34	-	-	-	-	-	-	-	-	-
I was unable to send text messages (IF PAC - from my number)	229	75	**	112	93	**	**	**	**	**	**	**	**	**	**	**
	51%	46%	**	52%	52%	**	**	**	**	**	**	**	**	**	**	**
I was unable to receive calls (IF PAC - to my number)	218	80	**	98	79	**	**	**	**	**	**	**	**	**	**	**
	49%	49%	**	45%	44%	**	**	**	**	**	**	**	**	**	**	**
I was unable to make calls (IF PAC - from my number)	215	79	**	93	74	**	**	**	**	**	**	**	**	**	**	**
	48%	49%	**	43%	41%	**	**	**	**	**	**	**	**	**	**	**
I was unable to receive text messages (IF PAC - to my number)	142	38	**	67	58	**	**	**	**	**	**	**	**	**	**	**
	32%	24%	**	31%	32%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	37	1	**	21	20	**	**	**	**	**	**	**	**	**	**	**
	8%	1%	**	10%	11%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	344	-	-	-	-	-	-	151	192	290	41	13
Effective Weighted Sample	307	-	-	-	-	-	-	139	179	257	38	12
Total	448	-	-	-	-	-	-	240	208	370	60	19
I was unable to send text messages (IF PAC - from my number)	229	**	**	**	**	**	**	112	117	203	**	**
	51%	**	**	**	**	**	**	46%	56%	55%	**	**
I was unable to receive calls (IF PAC - to my number)	218	**	**	**	**	**	**	111	107	185	**	**
	49%	**	**	**	**	**	**	46%	52%	50%	**	**
I was unable to make calls (IF PAC - from my number)	215	**	**	**	**	**	**	114	101	183	**	**
	48%	**	**	**	**	**	**	48%	48%	50%	**	**
I was unable to receive text messages (IF PAC - to my number)	142	**	**	**	**	**	**	61	81	108	**	**
	32%	**	**	**	**	**	**	26%	39%	29%	**	**
								a				
Can't remember	37	**	**	**	**	**	**	17	20	16	**	**
	8%	**	**	**	**	**	**	7%	9%	4%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	344	165	77	41	61	242	102	304	22	13	5	313	31	190	124
Effective Weighted Sample	307	145	70	37	56	214	93	270	20	12	5	278	29	168	112
Total	448	218	103	51	77	321	128	395	28	19	6	406	42	246	160
I was unable to send text messages (IF PAC - from my number)	229	107	**	**	**	160	69	196	**	**	**	203	**	120	84
	51%	49%	**	**	**	50%	54%	50%	**	**	**	50%	**	49%	52%
I was unable to receive calls (IF PAC - to my number)	218	105	**	**	**	159	60	195	**	**	**	206	**	121	77
	49%	48%	**	**	**	50%	47%	49%	**	**	**	51%	**	49%	48%
I was unable to make calls (IF PAC - from my number)	215	104	**	**	**	155	60	187	**	**	**	198	**	110	87
	48%	48%	**	**	**	48%	47%	47%	**	**	**	49%	**	45%	55%
I was unable to receive text messages (IF PAC - to my number)	142	59	**	**	**	100	42	122	**	**	**	125	**	59	70
	32%	27%	**	**	**	31%	33%	31%	**	**	**	31%	**	24%	44%
															a
Can't remember	37	16	**	**	**	27	10	30	**	**	**	29	**	10	21
	8%	8%	**	**	**	8%	8%	8%	**	**	**	7%	**	4%	13%
															a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

		ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total		344	344	-	-	-	-	-	344	241	103
Effective Weighted Sample		307	307	-	-	-	-	-	307	231	99
Total		448	448	-	-	-	-	-	448	371	77
A few minutes	(0.1)	54	54	**	**	**	**	**	54	44	10
		12%	12%	**	**	**	**	**	12%	12%	13%
About an hour	(1.0)	135	135	**	**	**	**	**	135	110	25
		30%	30%	**	**	**	**	**	30%	30%	32%
A few hours	(3.0)	131	131	**	**	**	**	**	131	112	18
		29%	29%	**	**	**	**	**	29%	30%	24%
About a day	(14.0)	71	71	**	**	**	**	**	71	61	10
		16%	16%	**	**	**	**	**	16%	16%	13%
More than a day	(36.0)	44	44	**	**	**	**	**	44	32	12
		10%	10%	**	**	**	**	**	10%	9%	15%
Can't remember		14	14	**	**	**	**	**	14	12	2
		3%	3%	**	**	**	**	**	3%	3%	2%
Answered		434	434	**	**	**	**	**	434	359	76
Mean number of hours		7.2	7.2	**	**	**	**	**	7.2	6.9	8.6
Standard deviation		10.76	10.76	**	**	**	**	**	10.76	10.30	12.66
Standard error		.59	.59	**	**	**	**	**	.59	.68	1.27

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH							
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%			a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total		344	125	50	169	117	52	44	-	-	-	-	-	-	-	-	-
Effective Weighted Sample		307	110	47	150	112	50	42	-	-	-	-	-	-	-	-	-
Total		448	163	69	217	179	38	34	-	-	-	-	-	-	-	-	-
A few minutes	(0.1)	54	32	**	18	16	**	**	**	**	**	**	**	**	**	**	**
		12%	20% cd	**	8%	9%	**	**	**	**	**	**	**	**	**	**	**
About an hour	(1.0)	135	54	**	66	51	**	**	**	**	**	**	**	**	**	**	**
		30%	33%	**	30%	29%	**	**	**	**	**	**	**	**	**	**	**
A few hours	(3.0)	131	45	**	63	54	**	**	**	**	**	**	**	**	**	**	**
		29%	28%	**	29%	30%	**	**	**	**	**	**	**	**	**	**	**
About a day	(14.0)	71	21	**	39	32	**	**	**	**	**	**	**	**	**	**	**
		16%	13%	**	18%	18%	**	**	**	**	**	**	**	**	**	**	**
More than a day	(36.0)	44	11	**	21	15	**	**	**	**	**	**	**	**	**	**	**
		10%	6%	**	10%	8%	**	**	**	**	**	**	**	**	**	**	**
Can't remember		14	1	**	11	11	**	**	**	**	**	**	**	**	**	**	**
		3%	*%	**	5% a	6% a	**	**	**	**	**	**	**	**	**	**	**
Answered		434	162	**	206	169	**	**	**	**	**	**	**	**	**	**	**
Mean number of hours		7.2	5.3	**	7.5	7.2	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		10.76	9.20	**	10.71	10.32	**	**	**	**	**	**	**	**	**	**	**
Standard error		.59	.83	**	.84	.98	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
Total		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	344	-	-	-	-	-	-	151	192	290	41	13
Effective Weighted Sample	307	-	-	-	-	-	-	139	179	257	38	12
Total	448	-	-	-	-	-	-	240	208	370	60	19
A few minutes	(0.1)	54	**	**	**	**	**	29	25	50	**	**
	12%	**	**	**	**	**	**	12%	12%	14%	**	**
About an hour	(1.0)	135	**	**	**	**	**	79	55	124	**	**
	30%	**	**	**	**	**	**	33%	27%	33%	**	**
A few hours	(3.0)	131	**	**	**	**	**	76	54	105	**	**
	29%	**	**	**	**	**	**	32%	26%	28%	**	**
About a day	(14.0)	71	**	**	**	**	**	28	43	54	**	**
	16%	**	**	**	**	**	**	12%	21%	15%	**	**
More than a day	(36.0)	44	**	**	**	**	**	22	23	28	**	**
	10%	**	**	**	**	**	**	9%	11%	8%	**	**
Can't remember	14	**	**	**	**	**	**	6	8	9	**	**
	3%	**	**	**	**	**	**	2%	4%	2%	**	**
Answered	434	**	**	**	**	**	**	234	200	361	**	**
Mean number of hours	7.2	**	**	**	**	**	**	6.3	8.2	6.1	**	**
Standard deviation	10.76	**	**	**	**	**	**	10.33	11.20	9.83	**	**
Standard error	.59	**	**	**	**	**	**	.85	.83	.58	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS		
		Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total		344	165	77	41	61	242	102	304	22	13	5	313	31	190	124
Effective Weighted Sample		307	145	70	37	56	214	93	270	20	12	5	278	29	168	112
Total		448	218	103	51	77	321	128	395	28	19	6	406	42	246	160
A few minutes	(0.1)	54	32	**	**	**	39	15	42	**	**	**	48	**	32	17
		12%	15%	**	**	**	12%	12%	11%	**	**	**	12%	**	13%	11%
About an hour	(1.0)	135	74	**	**	**	101	34	127	**	**	**	125	**	88	34
		30%	34%	**	**	**	31%	27%	32%	**	**	**	31%	**	36% b	21%
A few hours	(3.0)	131	60	**	**	**	95	35	115	**	**	**	118	**	62	55
		29%	28%	**	**	**	30%	28%	29%	**	**	**	29%	**	25%	34%
About a day	(14.0)	71	38	**	**	**	54	17	67	**	**	**	65	**	38	29
		16%	17%	**	**	**	17%	14%	17%	**	**	**	16%	**	15%	18%
More than a day	(36.0)	44	10	**	**	**	23	21	34	**	**	**	39	**	22	15
		10%	5%	**	**	**	7%	16% ae	9%	**	**	**	10%	**	9%	10%
Can't remember		14	4	**	**	**	9	5	9	**	**	**	11	**	4	10
		3%	2%	**	**	**	3%	4%	2%	**	**	**	3%	**	2%	6% a
Answered		434	214	**	**	**	312	122	385	**	**	**	396	**	242	150
Mean number of hours		7.2	5.4	**	**	**	6.4	9.2	6.9	**	**	**	7.1	**	6.6	7.7
Standard deviation		10.76	8.44	**	**	**	9.70	12.89	10.29	**	**	**	10.66	**	10.38	10.73
Standard error		.59	.66	**	**	**	.63	1.30	.60	**	**	**	.61	**	.76	.99

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	241	-	241	-	-	-	-	-	241	241	-
Effective Weighted Sample	231	-	231	-	-	-	-	-	231	231	-
Total	371	-	371	-	-	-	-	-	371	371	-
Yes – and I used it	167	**	167	**	**	**	**	**	167	167	**
	45%	**	45%	**	**	**	**	**	45%	45%	**
Yes – but I didn't use it	141	**	141	**	**	**	**	**	141	141	**
	38%	**	38%	**	**	**	**	**	38%	38%	**
TOTAL YES	308	**	308	**	**	**	**	**	308	308	**
	83%	**	83%	**	**	**	**	**	83%	83%	**
No – I didn't have access to a temporary number	51	**	51	**	**	**	**	**	51	51	**
	14%	**	14%	**	**	**	**	**	14%	14%	**
Can't remember	11	**	11	**	**	**	**	**	11	11	**
	3%	**	3%	**	**	**	**	**	3%	3%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	241	81	43	117	117	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	231	78	41	112	112	-	-	-	-	-	-	-	-	-	-	-
Total	371	129	63	179	179	-	-	-	-	-	-	-	-	-	-	-
Yes – and I used it	167	**	**	85	85	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	47%	47%	**	**	**	**	**	**	**	**	**	**	**
Yes – but I didn't use it	141	**	**	62	62	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	35%	35%	**	**	**	**	**	**	**	**	**	**	**
TOTAL YES	308	**	**	147	147	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	82%	82%	**	**	**	**	**	**	**	**	**	**	**
No – I didn't have access to a temporary number	51	**	**	23	23	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	13%	13%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	11	**	**	9	9	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	5%	5%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	241	-	-	-	-	-	-	103	138	194	36	11
Effective Weighted Sample	231	-	-	-	-	-	-	103	138	186	35	11
Total	371	-	-	-	-	-	-	196	175	297	56	18
Yes – and I used it	167	**	**	**	**	**	**	91	76	150	**	**
	45%	**	**	**	**	**	**	47%	43%	50%	**	**
Yes – but I didn't use it	141	**	**	**	**	**	**	76	65	110	**	**
	38%	**	**	**	**	**	**	39%	37%	37%	**	**
TOTAL YES	308	**	**	**	**	**	**	167	141	260	**	**
	83%	**	**	**	**	**	**	85%	80%	87%	**	**
No – I didn't have access to a temporary number	51	**	**	**	**	**	**	21	30	27	**	**
	14%	**	**	**	**	**	**	11%	17%	9%	**	**
Can't remember	11	**	**	**	**	**	**	8	4	10	**	**
	3%	**	**	**	**	**	**	4%	2%	3%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	~f	a	~b	~c	~d	a	~b	a	~b
Unweighted total	241	112	57	27	45	169	72	211	17	9	4	214	27	128	90
Effective Weighted Sample	231	108	55	26	43	162	69	203	16	9	4	205	26	123	86
Total	371	179	87	39	65	267	104	325	25	15	6	332	39	200	134
Yes – and I used it	167	98	**	**	**	126	**	146	**	**	**	148	**	109	**
	45%	55%	**	**	**	47%	**	45%	**	**	**	45%	**	54%	**
Yes – but I didn't use it	141	56	**	**	**	98	**	126	**	**	**	132	**	74	**
	38%	31%	**	**	**	37%	**	39%	**	**	**	40%	**	37%	**
TOTAL YES	308	154	**	**	**	224	**	271	**	**	**	280	**	183	**
	83%	86%	**	**	**	84%	**	83%	**	**	**	84%	**	91%	**
No – I didn't have access to a temporary number	51	22	**	**	**	34	**	48	**	**	**	42	**	16	**
	14%	12%	**	**	**	13%	**	15%	**	**	**	13%	**	8%	**
Can't remember	11	3	**	**	**	8	**	6	**	**	**	10	**	1	**
	3%	2%	**	**	**	3%	**	2%	**	**	**	3%	**	1%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	259	-	259	-	-	-	-	-	259	259	-
Effective Weighted Sample	249	-	249	-	-	-	-	-	249	249	-
Total	388	-	388	-	-	-	-	-	388	388	-
Yes – and I used it	66	**	66	**	**	**	**	**	66	66	**
	17%	**	17%	**	**	**	**	**	17%	17%	**
Yes – but I didn't use it	154	**	154	**	**	**	**	**	154	154	**
	40%	**	40%	**	**	**	**	**	40%	40%	**
TOTAL YES	220	**	220	**	**	**	**	**	220	220	**
	57%	**	57%	**	**	**	**	**	57%	57%	**
No – I didn't have access to a temporary number	126	**	126	**	**	**	**	**	126	126	**
	33%	**	33%	**	**	**	**	**	33%	33%	**
Can't remember	42	**	42	**	**	**	**	**	42	42	**
	11%	**	11%	**	**	**	**	**	11%	11%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	259	49	62	148	148	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	249	47	60	142	142	-	-	-	-	-	-	-	-	-	-	-
Total	388	76	92	220	220	-	-	-	-	-	-	-	-	-	-	-
Yes – and I used it	66	**	**	39	39	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	18%	18%	**	**	**	**	**	**	**	**	**	**	**
Yes – but I didn't use it	154	**	**	81	81	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	37%	37%	**	**	**	**	**	**	**	**	**	**	**
TOTAL YES	220	**	**	121	121	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	55%	55%	**	**	**	**	**	**	**	**	**	**	**
No – I didn't have access to a temporary number	126	**	**	81	81	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	37%	37%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	42	**	**	18	18	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	8%	8%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	259	-	-	-	-	-	-	93	165	195	50	14
Effective Weighted Sample	249	-	-	-	-	-	-	93	165	187	48	13
Total	388	-	-	-	-	-	-	177	209	286	80	22
Yes – and I used it	66	**	**	**	**	**	**	**	39	51	**	**
	17%	**	**	**	**	**	**	**	19%	18%	**	**
Yes – but I didn't use it	154	**	**	**	**	**	**	**	87	114	**	**
	40%	**	**	**	**	**	**	**	42%	40%	**	**
TOTAL YES	220	**	**	**	**	**	**	**	127	165	**	**
	57%	**	**	**	**	**	**	**	61%	58%	**	**
No – I didn't have access to a temporary number	126	**	**	**	**	**	**	**	56	90	**	**
	33%	**	**	**	**	**	**	**	27%	31%	**	**
Can't remember	42	**	**	**	**	**	**	**	27	31	**	**
	11%	**	**	**	**	**	**	**	13%	11%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	~f	a	~b	~c	~d	a	~b	~a	b
Unweighted total	259	119	62	32	45	181	77	220	27	7	5	226	33	95	123
Effective Weighted Sample	249	114	60	31	43	174	74	211	26	7	5	217	32	91	118
Total	388	176	93	49	68	269	117	331	40	10	7	338	49	141	184
Yes – and I used it	66	33	**	**	**	47	**	59	**	**	**	59	**	**	25
	17%	19%	**	**	**	17%	**	18%	**	**	**	17%	**	**	13%
Yes – but I didn't use it	154	74	**	**	**	111	**	134	**	**	**	131	**	**	80
	40%	42%	**	**	**	41%	**	40%	**	**	**	39%	**	**	44%
TOTAL YES	220	107	**	**	**	158	**	193	**	**	**	190	**	**	105
	57%	61%	**	**	**	59%	**	58%	**	**	**	56%	**	**	57%
No – I didn't have access to a temporary number	126	50	**	**	**	82	**	105	**	**	**	110	**	**	60
	33%	28%	**	**	**	31%	**	32%	**	**	**	32%	**	**	32%
Can't remember	42	19	**	**	**	29	**	34	**	**	**	38	**	**	19
	11%	11%	**	**	**	11%	**	10%	**	**	**	11%	**	**	10%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	892	692	692	337	355	147	395	150	-	-	-
Effective Weighted Sample	354	612	612	322	305	138	379	140	-	-	-
Total	836	306	306	133	173	54	153	99	-	-	-
Yes	310	68	68	27	41	9	30	29	**	**	**
	37%	22%	22%	20%	24%	17%	20%	29%	**	**	**
								ab			
No	474	219	219	100	120	43	115	62	**	**	**
	57%	72%	72%	75%	69%	79%	75%	62%	**	**	**
						c	c				
Can't remember	52	19	19	7	12	2	8	8	**	**	**
	6%	6%	6%	5%	7%	4%	5%	9%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	892	-	-	-	-	-	-	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	354	-	-	-	-	-	-	92	99	-	-	-	-	-	-	-
Total	836	-	-	-	-	-	-	125	405	-	-	-	-	-	-	-
Yes	310	**	**	**	**	**	**	25	218	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	20%	54%	**	**	**	**	**	**	**
								a								
No	474	**	**	**	**	**	**	86	168	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	69%	41%	**	**	**	**	**	**	**
								b								
Can't remember	52	**	**	**	**	**	**	14	19	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	11%	5%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	~c
Unweighted total	892	-	-	-	-	-	-	280	601	612	199	79
Effective Weighted Sample	354	-	-	-	-	-	-	136	227	246	83	42
Total	836	-	-	-	-	-	-	386	437	637	149	48
Yes	310	**	**	**	**	**	**	178	125	272	32	**
	37%	**	**	**	**	**	**	46%	29%	43%	22%	**
								b		b		
No	474	**	**	**	**	**	**	191	278	327	106	**
	57%	**	**	**	**	**	**	49%	64%	51%	71%	**
									a		a	
Can't remember	52	**	**	**	**	**	**	18	33	38	11	**
	6%	**	**	**	**	**	**	5%	8%	6%	7%	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	892	305	246	138	200	551	338	759	64	51	18	790	102	316	477
Effective Weighted Sample	354	129	98	54	77	224	129	305	25	20	7	317	43	131	185
Total	836	337	201	142	152	537	293	705	68	52	11	770	66	354	378
Yes	310	131	57	60	62	188	122	258	**	**	**	301	10	173	111
	37%	39%	28%	42%	41%	35%	42%	37%	**	**	**	39%	14%	49%	29%
		b		b	b		be					b		b	
No	474	183	126	76	83	309	160	402	**	**	**	424	50	162	251
	57%	54%	63%	54%	55%	58%	55%	57%	**	**	**	55%	76%	46%	66%
			af										a		a
Can't remember	52	22	18	5	6	40	12	44	**	**	**	45	7	19	15
	6%	7%	9%	4%	4%	7%	4%	6%	**	**	**	6%	10%	5%	4%
			df			f									

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	217	146	146	68	78	26	77	43	-	-	-
Effective Weighted Sample	99	128	128	65	67	25	74	40	-	-	-
Total	310	68	68	27	41	9	30	29	-	-	-
Pay TV Service	135	33	33	**	**	**	**	**	**	**	**
	44%	49%	49%	**	**	**	**	**	**	**	**
Fixed broadband	129	36	36	**	**	**	**	**	**	**	**
	42%	52%	52%	**	**	**	**	**	**	**	**
Landline phone/ line rental	120	22	22	**	**	**	**	**	**	**	**
	39%	32%	32%	**	**	**	**	**	**	**	**
Can't remember	1	1	1	**	**	**	**	**	**	**	**
	*%	1%	1%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH							
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	217	-	-	-	-	-	-	-	18	53	-	-	-	-	-	-	-
Effective Weighted Sample	99	-	-	-	-	-	-	-	16	53	-	-	-	-	-	-	-
Total	310	-	-	-	-	-	-	-	25	218	-	-	-	-	-	-	-
Pay TV Service	135	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband	129	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone/ line rental	120	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	b	a	~b	~c
Unweighted total	217	-	-	-	-	-	-	84	131	174	32	11
Effective Weighted Sample	99	-	-	-	-	-	-	50	50	84	13	7
Total	310	-	-	-	-	-	-	178	125	272	32	6
Pay TV Service	135	**	**	**	**	**	**	**	63	125	**	**
	44%	**	**	**	**	**	**	**	50%	46%	**	**
Fixed broadband	129	**	**	**	**	**	**	**	67	106	**	**
	42%	**	**	**	**	**	**	**	54%	39%	**	**
Landline phone/ line rental	120	**	**	**	**	**	**	**	49	100	**	**
	39%	**	**	**	**	**	**	**	39%	37%	**	**
Can't remember	1	**	**	**	**	**	**	**	*	1	**	**
	*%	**	**	**	**	**	**	**	*%	*%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	e	~f	a	~b	~c	~d	a	~b	a	~b
Unweighted total	217	77	50	40	49	127	89	191	12	11	3	199	18	103	90
Effective Weighted Sample	99	40	19	19	21	59	40	85	7	6	1	94	12	51	37
Total	310	131	57	60	62	188	122	258	27	21	4	301	10	173	111
Pay TV Service	135	**	**	**	**	83	**	100	**	**	**	133	**	70	**
	44%	**	**	**	**	44%	**	39%	**	**	**	44%	**	41%	**
Fixed broadband	129	**	**	**	**	74	**	110	**	**	**	122	**	57	**
	42%	**	**	**	**	39%	**	43%	**	**	**	40%	**	33%	**
Landline phone/ line rental	120	**	**	**	**	72	**	98	**	**	**	118	**	79	**
	39%	**	**	**	**	38%	**	38%	**	**	**	39%	**	46%	**
Can't remember	1	**	**	**	**	-	**	*	**	**	**	1	**	-	**
	*%	**	**	**	**	-%	**	*%	**	**	**	*%	**	-%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	39	39	39	26	13	9	30	-	-	-	-
Effective Weighted Sample	37	37	37	25	13	8	29	-	-	-	-
Total	15	15	15	11	4	3	12	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS			DECIDED NOT TO SWITCH							
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	39	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	39	-	-	-	-	-	-	14	25	29	8	2
Effective Weighted Sample	37	-	-	-	-	-	-	14	25	27	8	2
Total	15	-	-	-	-	-	-	7	8	11	3	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	39	9	14	10	6	23	16	34	4	1	-	33	6	17	18
Effective Weighted Sample	37	9	13	9	6	22	15	32	4	1	-	31	6	16	17
Total	15	4	6	4	2	9	6	13	2	1	-	13	2	7	7
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	5	5	5	5	-	-	5	-	-	-	-
Effective Weighted Sample	5	5	5	5	-	-	5	-	-	-	-
Total	2	2	2	2	-	-	2	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	5	-	-	-	-	-	-	1	4	3	1	1
Effective Weighted Sample	5	-	-	-	-	-	-	1	4	3	1	1
Total	2	-	-	-	-	-	-	1	1	1	*	*
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	5	3	-	1	1	3	2	3	-	2	-	4	1	4	1
Effective Weighted Sample	5	3	-	1	1	3	2	3	-	2	-	4	1	4	1
Total	2	1	-	*	*	1	1	1	-	1	-	2	*	2	*
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	84	59	59	40	19	14	45	-	-	-	-
Effective Weighted Sample	36	57	57	39	18	13	43	-	-	-	-
Total	120	22	22	15	7	5	17	-	-	-	-
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Significance Level: 95%																	
Unweighted total		84	-	-	-	-	-	-	2	23	-	-	-	-	-	-	-
Effective Weighted Sample		36	-	-	-	-	-	-	2	23	-	-	-	-	-	-	-
Total		120	-	-	-	-	-	-	4	94	-	-	-	-	-	-	-
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
Total		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	84	-	-	-	-	-	-	29	54	59	17	8
Effective Weighted Sample	36	-	-	-	-	-	-	18	18	28	6	8
Total	120	-	-	-	-	-	-	67	49	100	17	3
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS		
		Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total		84	28	21	14	21	49	35	74	2	7	1	77	7	43	34
Effective Weighted Sample		36	15	7	7	7	21	14	30	2	4	1	34	7	21	12
Total		120	52	20	26	22	72	48	98	8	14	*	118	2	79	33
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	84	59	59	40	19	14	45	-	-	-	-
Effective Weighted Sample	36	57	57	39	18	13	43	-	-	-	-
Total	120	22	22	15	7	5	17	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	84	-	-	-	-	-	-	2	23	-	-	-	-	-	-	-
Effective Weighted Sample	36	-	-	-	-	-	-	2	23	-	-	-	-	-	-	-
Total	120	-	-	-	-	-	-	4	94	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	84	-	-	-	-	-	-	29	54	59	17	8
Effective Weighted Sample	36	-	-	-	-	-	-	18	18	28	6	8
Total	120	-	-	-	-	-	-	67	49	100	17	3
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	84	28	21	14	21	49	35	74	2	7	1	77	7	43	34
Effective Weighted Sample	36	15	7	7	7	21	14	30	2	4	1	34	7	21	12
Total	120	52	20	26	22	72	48	98	8	14	*	118	2	79	33
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	596	538	538	336	202	147	391	-	-	-	-
Effective Weighted Sample	200	512	512	321	192	138	375	-	-	-	-
Total	384	206	206	133	73	54	151	-	-	-	-
Yes	74	4	4	3	1	1	3	**	**	**	**
	19%	2%	2%	2%	1%	2%	2%	**	**	**	**
No	45	18	18	11	6	4	14	**	**	**	**
	12%	9%	9%	9%	8%	7%	9%	**	**	**	**
Can't remember	1	1	1	1	-	-	1	**	**	**	**
	*%	*%	*%	*%	-%	-%	*%	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	120	22	22	15	7	5	17	**	**	**	**
	31%	11%	11%	11%	10%	9%	11%	**	**	**	**
NO BREAK IN SERVICE FOR LANDLINE	264	184	184	118	66	49	134	**	**	**	**
	69%	89%	89%	89%	90%	91%	89%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	596	-	-	-	-	-	-	21	37	-	-	-	-	-	-	-
Effective Weighted Sample	200	-	-	-	-	-	-	19	37	-	-	-	-	-	-	-
Total	384	-	-	-	-	-	-	28	150	-	-	-	-	-	-	-
Yes	74	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	120	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR LANDLINE	264	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	~c
Unweighted total	596	-	-	-	-	-	-	179	410	376	149	69
Effective Weighted Sample	200	-	-	-	-	-	-	72	138	121	53	58
Total	384	-	-	-	-	-	-	175	202	263	88	31
Yes	74	**	**	**	**	**	**	49	21	66	8	**
	19%	**	**	**	**	**	**	28%	10%	25%	10%	**
								b		b		
No	45	**	**	**	**	**	**	18	28	34	8	**
	12%	**	**	**	**	**	**	10%	14%	13%	9%	**
Can't remember	1	**	**	**	**	**	**	1	-	-	1	**
	*%	**	**	**	**	**	**	*%	-%	-%	1%	**
ANY BREAK IN SERVICE FOR LANDLINE	120	**	**	**	**	**	**	67	49	100	17	**
	31%	**	**	**	**	**	**	39%	24%	38%	19%	**
								b		b		
NO BREAK IN SERVICE FOR LANDLINE	264	**	**	**	**	**	**	107	153	163	71	**
	69%	**	**	**	**	**	**	61%	76%	62%	81%	**
									a		a	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	596	188	168	100	140	356	240	499	42	39	16	514	82	202	338
Effective Weighted Sample	200	66	74	33	47	123	77	171	13	13	5	171	43	66	129
Total	384	154	81	76	74	234	150	309	34	32	9	348	36	168	179
Yes	74	33	14	13	14	47	27	61	**	**	**	74	**	55	18
	19%	22%	17%	18%	19%	20%	18%	20%	**	**	**	21%	**	33%	10%
														b	
No	45	18	6	12	8	25	21	36	**	**	**	43	**	23	14
	12%	12%	8%	16%	11%	10%	14%	12%	**	**	**	12%	**	14%	8%
				b										b	
Can't remember	1	1	-	-	-	1	-	1	**	**	**	1	**	-	1
	*%	*%	-%	-%	-%	*%	-%	*%	**	**	**	*%	**	-%	*%
ANY BREAK IN SERVICE FOR LANDLINE	120	52	20	26	22	72	48	98	**	**	**	118	**	79	33
	31%	34%	25%	34%	30%	31%	32%	32%	**	**	**	34%	**	47%	19%
														b	
NO BREAK IN SERVICE FOR LANDLINE	264	101	61	50	52	162	102	211	**	**	**	230	**	89	145
	69%	66%	75%	66%	70%	69%	68%	68%	**	**	**	66%	**	53%	81%
														a	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	84	59	59	40	19	14	45	-	-	-	-
Effective Weighted Sample	36	57	57	39	18	13	43	-	-	-	-
Total	120	22	22	15	7	5	17	-	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	84	59	59	40	19	14	45	-	-	-	-
Effective Weighted Sample	36	57	57	39	18	13	43	-	-	-	-
Total	120	22	22	15	7	5	17	-	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	84	-	-	-	-	-	-	2	23	-	-	-	-	-	-	-
Effective Weighted Sample	36	-	-	-	-	-	-	2	23	-	-	-	-	-	-	-
Total	120	-	-	-	-	-	-	4	94	-	-	-	-	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	84	-	-	-	-	-	-	2	23	-	-	-	-	-	-	-
Effective Weighted Sample	36	-	-	-	-	-	-	2	23	-	-	-	-	-	-	-
Total	120	-	-	-	-	-	-	4	94	-	-	-	-	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	84	-	-	-	-	-	-	29	54	59	17	8
Effective Weighted Sample	36	-	-	-	-	-	-	18	18	28	6	8
Total	120	-	-	-	-	-	-	67	49	100	17	3
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	84	-	-	-	-	-	-	29	54	59	17	8
Effective Weighted Sample	36	-	-	-	-	-	-	18	18	28	6	8
Total	120	-	-	-	-	-	-	67	49	100	17	3
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	84	28	21	14	21	49	35	74	2	7	1	77	7	43	34
Effective Weighted Sample	36	15	7	7	7	21	14	30	2	4	1	34	7	21	12
Total	120	52	20	26	22	72	48	98	8	14	*	118	2	79	33
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Significance Level: 95%															
Unweighted total	84	28	21	14	21	49	35	74	2	7	1	77	7	43	34
Effective Weighted Sample	36	15	7	7	7	21	14	30	2	4	1	34	7	21	12
Total	120	52	20	26	22	72	48	98	8	14	*	118	2	79	33
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	57	49	49	32	17	11	38	-	-	-	-
Effective Weighted Sample	19	47	47	31	16	11	37	-	-	-	-
Total	46	18	18	12	6	4	14	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	57	49	49	32	17	11	38	-	-	-	-
Effective Weighted Sample	19	47	47	31	16	11	37	-	-	-	-
Total	46	18	18	12	6	4	14	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	57	-	-	-	-	-	-	2	6	-	-	-	-	-	-	-
Effective Weighted Sample	19	-	-	-	-	-	-	2	6	-	-	-	-	-	-	-
Total	46	-	-	-	-	-	-	4	24	-	-	-	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	57	-	-	-	-	-	-	2	6	-	-	-	-	-	-	-
Effective Weighted Sample	19	-	-	-	-	-	-	2	6	-	-	-	-	-	-	-
Total	46	-	-	-	-	-	-	4	24	-	-	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	57	-	-	-	-	-	-	15	42	35	14	8
Effective Weighted Sample	19	-	-	-	-	-	-	7	13	13	5	8
Total	46	-	-	-	-	-	-	18	28	34	9	3
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	57	-	-	-	-	-	-	15	42	35	14	8
Effective Weighted Sample	19	-	-	-	-	-	-	7	13	13	5	8
Total	46	-	-	-	-	-	-	18	28	34	9	3
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	57	18	16	9	14	34	23	52	1	3	1	50	7	25	26
Effective Weighted Sample	19	7	15	4	4	11	8	17	1	1	1	17	7	8	10
Total	46	19	6	12	8	25	21	37	4	5	*	43	2	23	15
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	57	18	16	9	14	34	23	52	1	3	1	50	7	25	26
Effective Weighted Sample	19	7	15	4	4	11	8	17	1	1	1	17	7	8	10
Total	46	19	6	12	8	25	21	37	4	5	*	43	2	23	15
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	127	93	93	61	32	23	70	-	-	-	-
Effective Weighted Sample	49	89	89	58	30	22	67	-	-	-	-
Total	129	36	36	24	11	8	27	-	-	-	-
Under one hour	(0.1)	3	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	23	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	15	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	28	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	19	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	35	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	1	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	3	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	1	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	41	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	88	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	124	**	**	**	**	**	**	**	**	**	**
	96%	**	**	**	**	**	**	**	**	**	**
Answered	128	**	**	**	**	**	**	**	**	**	**
Mean number of days	5.7	**	**	**	**	**	**	**	**	**	**
Standard deviation	7.42	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	127	93	93	61	32	23	70	-	-	-	-
Effective Weighted Sample	49	89	89	58	30	22	67	-	-	-	-
Total	129	36	36	24	11	8	27	-	-	-	-
Standard error	.66	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH							
		Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																	
Unweighted total		127	-	-	-	-	-	-	16	18	-	-	-	-	-	-	-
Effective Weighted Sample		49	-	-	-	-	-	-	15	18	-	-	-	-	-	-	-
Total		129	-	-	-	-	-	-	21	73	-	-	-	-	-	-	-
Under one hour	(0.1)	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	88	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	69%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	124	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	96%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		128	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		5.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		7.42	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	127	-	-	-	-	-	-	16	18	-	-	-	-	-	-	-
Effective Weighted Sample	49	-	-	-	-	-	-	15	18	-	-	-	-	-	-	-
Total	129	-	-	-	-	-	-	21	73	-	-	-	-	-	-	-
Standard error	.66	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
Total		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Significance Level: 95%												
Unweighted total		127	-	-	-	-	-	40	86	91	26	10
Effective Weighted Sample		49	-	-	-	-	-	19	31	36	12	6
Total		129	-	-	-	-	-	58	67	106	18	6
Under one hour	(0.1)	3	**	**	**	**	**	**	**	**	**	**
	2%		**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	23	**	**	**	**	**	**	**	**	**	**
	18%		**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	15	**	**	**	**	**	**	**	**	**	**
	12%		**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	28	**	**	**	**	**	**	**	**	**	**
	22%		**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	19	**	**	**	**	**	**	**	**	**	**
	15%		**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	35	**	**	**	**	**	**	**	**	**	**
	27%		**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	1	**	**	**	**	**	**	**	**	**	**
	1%		**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	3	**	**	**	**	**	**	**	**	**	**
	2%		**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	1	**	**	**	**	**	**	**	**	**	**
	*%		**	**	**	**	**	**	**	**	**	**
Don't know		1	**	**	**	**	**	**	**	**	**	**
	1%		**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		41	**	**	**	**	**	**	**	**	**	**
	32%		**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		88	**	**	**	**	**	**	**	**	**	**
	69%		**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		124	**	**	**	**	**	**	**	**	**	**
	96%		**	**	**	**	**	**	**	**	**	**
Answered		128	**	**	**	**	**	**	**	**	**	**
Mean number of days		5.7	**	**	**	**	**	**	**	**	**	**
Standard deviation		7.42	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	127	-	-	-	-	-	-	40	86	91	26	10
Effective Weighted Sample	49	-	-	-	-	-	-	19	31	36	12	6
Total	129	-	-	-	-	-	-	58	67	106	18	6
Standard error	.66	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS		
		Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total		127	32	38	27	30	70	57	115	5	5	2	113	14	52	59
Effective Weighted Sample		49	13	13	12	13	26	23	44	2	3	1	45	8	20	21
Total		129	39	35	32	23	74	55	110	5	9	4	122	7	57	53
Under one hour	(0.1)	3	**	**	**	**	**	**	2	**	**	**	3	**	**	**
		2%	**	**	**	**	**	**	2%	**	**	**	2%	**	**	**
Up to half a day	(0.5)	23	**	**	**	**	**	**	23	**	**	**	20	**	**	**
		18%	**	**	**	**	**	**	21%	**	**	**	17%	**	**	**
1 day	(1.0)	15	**	**	**	**	**	**	15	**	**	**	14	**	**	**
		12%	**	**	**	**	**	**	14%	**	**	**	12%	**	**	**
2-3 days	(2.5)	28	**	**	**	**	**	**	28	**	**	**	27	**	**	**
		22%	**	**	**	**	**	**	25%	**	**	**	22%	**	**	**
4-7 days	(5.5)	19	**	**	**	**	**	**	14	**	**	**	19	**	**	**
		15%	**	**	**	**	**	**	13%	**	**	**	15%	**	**	**
1-2 weeks	(10.0)	35	**	**	**	**	**	**	22	**	**	**	34	**	**	**
		27%	**	**	**	**	**	**	20%	**	**	**	28%	**	**	**
3-4 weeks	(25.0)	1	**	**	**	**	**	**	1	**	**	**	1	**	**	**
		1%	**	**	**	**	**	**	1%	**	**	**	*%	**	**	**
5-6 weeks	(39.0)	3	**	**	**	**	**	**	3	**	**	**	3	**	**	**
		2%	**	**	**	**	**	**	3%	**	**	**	2%	**	**	**
More than 6 weeks	(50.0)	1	**	**	**	**	**	**	1	**	**	**	-	**	**	**
		*%	**	**	**	**	**	**	1%	**	**	**	-%	**	**	**
Don't know		1	**	**	**	**	**	**	1	**	**	**	1	**	**	**
		1%	**	**	**	**	**	**	1%	**	**	**	1%	**	**	**
ONE DAY OR LESS		41	**	**	**	**	**	**	40	**	**	**	37	**	**	**
		32%	**	**	**	**	**	**	37%	**	**	**	30%	**	**	**
ONE WEEK OR LESS		88	**	**	**	**	**	**	82	**	**	**	83	**	**	**
		69%	**	**	**	**	**	**	75%	**	**	**	68%	**	**	**
UP TO 4 WEEKS		124	**	**	**	**	**	**	105	**	**	**	118	**	**	**
		96%	**	**	**	**	**	**	96%	**	**	**	97%	**	**	**
Answered		128	**	**	**	**	**	**	109	**	**	**	121	**	**	**
Mean number of days		5.7	**	**	**	**	**	**	5.2	**	**	**	5.5	**	**	**
Standard deviation		7.42	**	**	**	**	**	**	7.81	**	**	**	6.69	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total	127	32	38	27	30	70	57	115	5	5	2	113	14	52	59
Effective Weighted Sample	49	13	13	12	13	26	23	44	2	3	1	45	8	20	21
Total	129	39	35	32	23	74	55	110	5	9	4	122	7	57	53
Standard error	.66	**	**	**	**	**	**	.73	**	**	**	.63	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	127	93	93	61	32	23	70	-	-	-	-
Effective Weighted Sample	49	89	89	58	30	22	67	-	-	-	-
Total	129	36	36	24	11	8	27	-	-	-	-
Yes	40	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
No	85	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	129	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	127	-	-	-	-	-	-	16	18	-	-	-	-	-	-	-
Effective Weighted Sample	49	-	-	-	-	-	-	15	18	-	-	-	-	-	-	-
Total	129	-	-	-	-	-	-	21	73	-	-	-	-	-	-	-
Yes	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	85	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	129	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	127	-	-	-	-	-	-	40	86	91	26	10
Effective Weighted Sample	49	-	-	-	-	-	-	19	31	36	12	6
Total	129	-	-	-	-	-	-	58	67	106	18	6
Yes	40	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**
No	85	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	129	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total	127	32	38	27	30	70	57	115	5	5	2	113	14	52	59
Effective Weighted Sample	49	13	13	12	13	26	23	44	2	3	1	45	8	20	21
Total	129	39	35	32	23	74	55	110	5	9	4	122	7	57	53
Yes	40	**	**	**	**	**	**	39	**	**	**	40	**	**	**
	31%	**	**	**	**	**	**	36%	**	**	**	33%	**	**	**
No	85	**	**	**	**	**	**	67	**	**	**	79	**	**	**
	66%	**	**	**	**	**	**	61%	**	**	**	65%	**	**	**
Can't remember	4	**	**	**	**	**	**	4	**	**	**	3	**	**	**
	3%	**	**	**	**	**	**	3%	**	**	**	2%	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	129	**	**	**	**	**	**	110	**	**	**	122	**	**	**
	100%	**	**	**	**	**	**	100%	**	**	**	100%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	662	538	538	336	202	147	391	-	-	-	-
Effective Weighted Sample	251	512	512	321	192	138	375	-	-	-	-
Total	476	206	206	133	73	54	151	-	-	-	-
Yes	40	4	4	3	1	1	3	**	**	**	**
	8%	2%	2%	2%	2%	2%	2%	**	**	**	**
No	85	30	30	20	9	7	23	**	**	**	**
	18%	14%	14%	15%	13%	12%	15%	**	**	**	**
Can't remember	4	2	2	1	1	1	1	**	**	**	**
	1%	1%	1%	1%	1%	1%	1%	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	129	36	36	24	11	8	27	**	**	**	**
	27%	17%	17%	18%	16%	15%	18%	**	**	**	**
NO BREAK IN SERVICE FOR FIXED BROADBAND	348	170	170	109	61	46	124	**	**	**	**
	73%	83%	83%	82%	84%	85%	82%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	662	-	-	-	-	-	-	81	43	-	-	-	-	-	-	-
Effective Weighted Sample	251	-	-	-	-	-	-	75	43	-	-	-	-	-	-	-
Total	476	-	-	-	-	-	-	99	172	-	-	-	-	-	-	-
Yes	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	85	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	129	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR FIXED BROADBAND	348	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	~c
Unweighted total	662	-	-	-	-	-	-	188	468	418	169	74
Effective Weighted Sample	251	-	-	-	-	-	-	82	174	150	78	51
Total	476	-	-	-	-	-	-	187	284	332	106	39
Yes	40	**	**	**	**	**	**	29	11	40	-	**
	8%	**	**	**	**	**	**	15%	4%	12%	-%	**
								b		b		
No	85	**	**	**	**	**	**	27	55	65	15	**
	18%	**	**	**	**	**	**	14%	19%	20%	14%	**
Can't remember	4	**	**	**	**	**	**	3	1	1	3	**
	1%	**	**	**	**	**	**	2%	*%	*%	3%	**
								b			a	
ANY BREAK IN SERVICE FOR FIXED BROADBAND	129	**	**	**	**	**	**	58	67	106	18	**
	27%	**	**	**	**	**	**	31%	24%	32%	17%	**
								b		b		
NO BREAK IN SERVICE FOR FIXED BROADBAND	348	**	**	**	**	**	**	128	217	226	88	**
	73%	**	**	**	**	**	**	69%	76%	68%	83%	**
									a		a	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	662	196	198	109	158	394	267	561	46	39	16	571	91	222	376
Effective Weighted Sample	251	72	83	39	65	150	101	218	16	14	5	215	43	83	153
Total	476	163	131	85	96	294	181	400	38	29	9	426	51	188	232
Yes	40	14	5	16	5	19	21	39	**	**	**	40	**	22	17
	8%	8%	4%	19%	5%	6%	12%	10%	**	**	**	9%	**	12%	7%
				abde			bde								
No	85	23	30	15	18	53	33	67	**	**	**	79	**	34	35
	18%	14%	23%	17%	19%	18%	18%	17%	**	**	**	19%	**	18%	15%
			a												
Can't remember	4	2	-	1	*	2	1	4	**	**	**	3	**	1	1
	1%	1%	-%	1%	*%	1%	1%	1%	**	**	**	1%	**	*%	*%
ANY BREAK IN SERVICE FOR FIXED BROADBAND	129	39	35	32	23	74	55	110	**	**	**	122	**	57	53
	27%	24%	27%	38%	24%	25%	30%	27%	**	**	**	29%	**	30%	23%
				abde											
NO BREAK IN SERVICE FOR FIXED BROADBAND	348	124	96	53	73	220	126	291	**	**	**	304	**	131	179
	73%	76%	73%	62%	76%	75%	70%	73%	**	**	**	71%	**	70%	77%
		c	c		c	c									

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	127	93	93	61	32	23	70	-	-	-	-
Effective Weighted Sample	49	89	89	58	30	22	67	-	-	-	-
Total	129	36	36	24	11	8	27	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	53 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
A fault with the line	39 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Delay in installation/ activation	31 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Problems/ a fault with the equipment provided	25 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
The wrong equipment was provided/ needed something extra	25 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Previous service not cancelled correctly	24 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Delay in delivery of equipment	23 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
I cancelled my previous service before arranging the new one	16 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
To switch on a particular date that I wanted	16 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Other reasons	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	127	93	93	61	32	23	70	-	-	-	-
Effective Weighted Sample	49	89	89	58	30	22	67	-	-	-	-
Total	129	36	36	24	11	8	27	-	-	-	-
Don't know	5	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	127	-	-	-	-	-	-	16	18	-	-	-	-	-	-	-
Effective Weighted Sample	49	-	-	-	-	-	-	15	18	-	-	-	-	-	-	-
Total	129	-	-	-	-	-	-	21	73	-	-	-	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	53 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
A fault with the line	39 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Delay in installation/ activation	31 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Problems/ a fault with the equipment provided	25 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
The wrong equipment was provided/ needed something extra	25 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Previous service not cancelled correctly	24 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Delay in delivery of equipment	23 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
I cancelled my previous service before arranging the new one	16 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
To switch on a particular date that I wanted	16 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Other reasons	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	127	-	-	-	-	-	-	16	18	-	-	-	-	-	-	-
Effective Weighted Sample	49	-	-	-	-	-	-	15	18	-	-	-	-	-	-	-
Total	129	-	-	-	-	-	-	21	73	-	-	-	-	-	-	-
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	127	-	-	-	-	-	-	40	86	91	26	10
Effective Weighted Sample	49	-	-	-	-	-	-	19	31	36	12	6
Total	129	-	-	-	-	-	-	58	67	106	18	6
The new provider gave me a starting date that was after the end of my previous contract	53 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
A fault with the line	39 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Delay in installation/ activation	31 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Problems/ a fault with the equipment provided	25 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
The wrong equipment was provided/ needed something extra	25 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Previous service not cancelled correctly	24 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Delay in delivery of equipment	23 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
I cancelled my previous service before arranging the new one	16 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
To switch on a particular date that I wanted	16 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Other reasons	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	127	-	-	-	-	-	-	40	86	91	26	10
Effective Weighted Sample	49	-	-	-	-	-	-	19	31	36	12	6
Total	129	-	-	-	-	-	-	58	67	106	18	6
Don't know	5	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	127	32	38	27	30	70	57	115	5	5	2	113	14	52	59
Effective Weighted Sample	49	13	13	12	13	26	23	44	2	3	1	45	8	20	21
Total	129	39	35	32	23	74	55	110	5	9	4	122	7	57	53
The new provider gave me a starting date that was after the end of my previous contract	53 41%	** **	** **	** **	** **	** **	** **	44 40%	** **	** **	** **	51 42%	** **	** **	** **
A fault with the line	39 30%	** **	** **	** **	** **	** **	** **	34 31%	** **	** **	** **	37 31%	** **	** **	** **
Delay in installation/ activation	31 24%	** **	** **	** **	** **	** **	** **	26 23%	** **	** **	** **	28 23%	** **	** **	** **
Problems/ a fault with the equipment provided	25 20%	** **	** **	** **	** **	** **	** **	21 19%	** **	** **	** **	24 20%	** **	** **	** **
The wrong equipment was provided/ needed something extra	25 19%	** **	** **	** **	** **	** **	** **	25 22%	** **	** **	** **	25 20%	** **	** **	** **
Previous service not cancelled correctly	24 19%	** **	** **	** **	** **	** **	** **	24 22%	** **	** **	** **	23 19%	** **	** **	** **
Delay in delivery of equipment	23 18%	** **	** **	** **	** **	** **	** **	19 17%	** **	** **	** **	22 18%	** **	** **	** **
I cancelled my previous service before arranging the new one	16 13%	** **	** **	** **	** **	** **	** **	16 15%	** **	** **	** **	16 14%	** **	** **	** **
To switch on a particular date that I wanted	16 13%	** **	** **	** **	** **	** **	** **	16 14%	** **	** **	** **	16 13%	** **	** **	** **
Other reasons	4 3%	** **	** **	** **	** **	** **	** **	4 3%	** **	** **	** **	2 2%	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total	127	32	38	27	30	70	57	115	5	5	2	113	14	52	59
Effective Weighted Sample	49	13	13	12	13	26	23	44	2	3	1	45	8	20	21
Total	129	39	35	32	23	74	55	110	5	9	4	122	7	57	53
Don't know	5	**	**	**	**	**	**	4	**	**	**	4	**	**	**
	4%	**	**	**	**	**	**	4%	**	**	**	3%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	107	83	83	54	29	21	62	-	-	-	-
Effective Weighted Sample	41	79	79	52	28	20	59	-	-	-	-
Total	89	31	31	21	10	7	24	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	32	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	25	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
A fault with the line	22	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	22	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	13	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	8	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	8	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	7	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	107	83	83	54	29	21	62	-	-	-	-
Effective Weighted Sample	41	79	79	52	28	20	59	-	-	-	-
Total	89	31	31	21	10	7	24	-	-	-	-
Other reasons	3	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	107	-	-	-	-	-	-	14	10	-	-	-	-	-	-	-
Effective Weighted Sample	41	-	-	-	-	-	-	13	10	-	-	-	-	-	-	-
Total	89	-	-	-	-	-	-	19	39	-	-	-	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	32 36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	25 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	22 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	22 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	13 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	8 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	8 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	7 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	107	-	-	-	-	-	-	14	10	-	-	-	-	-	-	-
Effective Weighted Sample	41	-	-	-	-	-	-	13	10	-	-	-	-	-	-	-
Total	89	-	-	-	-	-	-	19	39	-	-	-	-	-	-	-
Other reasons	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	107	-	-	-	-	-	-	29	77	71	26	10
Effective Weighted Sample	41	-	-	-	-	-	-	14	27	27	12	6
Total	89	-	-	-	-	-	-	29	56	66	18	6
The new provider gave me a starting date that was after the end of my previous contract	32 36%	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	25 28%	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	22 24%	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	22 24%	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	13 15%	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	8 9%	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	8 9%	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	7 7%	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6 6%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	107	-	-	-	-	-	-	29	77	71	26	10
Effective Weighted Sample	41	-	-	-	-	-	-	14	27	27	12	6
Total	89	-	-	-	-	-	-	29	56	66	18	6
Other reasons	3	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	107	28	35	18	26	63	44	97	5	3	2	93	14	44	49
Effective Weighted Sample	41	11	12	7	12	23	19	39	2	2	1	36	8	16	18
Total	89	25	30	16	18	55	34	71	5	9	4	82	7	35	36
The new provider gave me a starting date that was after the end of my previous contract	32 36%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Delay in installation/ activation	25 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
A fault with the line	22 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Problems/ a fault with the equipment provided	22 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Delay in delivery of equipment	13 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
The wrong equipment was provided/ needed something extra	8 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
To switch on a particular date that I wanted	8 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Previous service not cancelled correctly	7 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
I cancelled my previous service before arranging the new one	6 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	107	28	35	18	26	63	44	97	5	3	2	93	14	44	49
Effective Weighted Sample	41	11	12	7	12	23	19	39	2	2	1	36	8	16	18
Total	89	25	30	16	18	55	34	71	5	9	4	82	7	35	36
Other reasons	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	82	57	57	4	53	14	-	43	-	-	-
Effective Weighted Sample	42	50	50	4	47	13	-	40	-	-	-
Total	135	33	33	1	32	5	-	29	-	-	-
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

		MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Significance Level: 95%																	
Unweighted total		82	-	-	-	-	-	-	-	25	-	-	-	-	-	-	-
Effective Weighted Sample		42	-	-	-	-	-	-	-	25	-	-	-	-	-	-	-
Total		135	-	-	-	-	-	-	-	102	-	-	-	-	-	-	-
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

		Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
			YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%													
Unweighted total		82	-	-	-	-	-	-	32	50	78	4	-
Effective Weighted Sample		42	-	-	-	-	-	-	20	22	39	3	-
Total		135	-	-	-	-	-	-	72	63	125	10	-
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS		
		Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total		82	38	14	11	18	52	29	70	6	4	2	77	5	41	33
Effective Weighted Sample		42	21	6	7	8	27	15	33	5	3	1	40	4	21	17
Total		135	65	18	24	27	83	51	100	21	11	4	133	3	70	56
Under one hour	(0.1)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	82	57	57	4	53	14	-	43	-	-	-
Effective Weighted Sample	42	50	50	4	47	13	-	40	-	-	-
Total	135	33	33	1	32	5	-	29	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	82	-	-	-	-	-	-	-	25	-	-	-	-	-	-	-
Effective Weighted Sample	42	-	-	-	-	-	-	-	25	-	-	-	-	-	-	-
Total	135	-	-	-	-	-	-	-	102	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	82	-	-	-	-	-	-	32	50	78	4	-
Effective Weighted Sample	42	-	-	-	-	-	-	20	22	39	3	-
Total	135	-	-	-	-	-	-	72	63	125	10	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	82	38	14	11	18	52	29	70	6	4	2	77	5	41	33
Effective Weighted Sample	42	21	6	7	8	27	15	33	5	3	1	40	4	21	17
Total	135	65	18	24	27	83	51	100	21	11	4	133	3	70	56
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	a	~b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	348	295	295	37	258	147	-	148	-	-	-
Effective Weighted Sample	140	255	255	35	223	138	-	138	-	-	-
Total	366	152	152	15	137	54	-	98	-	-	-
Yes	84	9	9	**	9	1	**	8	**	**	**
	23%	6%	6%	**	7%	2%	**	8%	**	**	**
								a			
No	48	21	21	**	19	4	**	17	**	**	**
	13%	14%	14%	**	14%	7%	**	18%	**	**	**
								a			
Can't remember	4	4	4	**	4	*	**	3	**	**	**
	1%	2%	2%	**	3%	1%	**	3%	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	135	33	33	**	32	5	**	29	**	**	**
	37%	22%	22%	**	23%	9%	**	29%	**	**	**
								a			
NO BREAK IN SERVICE FOR PAY TV	230	119	119	**	105	49	**	69	**	**	**
	63%	78%	78%	**	77%	91%	**	71%	**	**	**
						c					

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	348	-	-	-	-	-	-	-	53	-	-	-	-	-	-	-
Effective Weighted Sample	140	-	-	-	-	-	-	-	53	-	-	-	-	-	-	-
Total	366	-	-	-	-	-	-	-	214	-	-	-	-	-	-	-
Yes	84	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	135	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR PAY TV	230	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	348	-	-	-	-	-	-	123	222	275	53	20
Effective Weighted Sample	140	-	-	-	-	-	-	60	80	113	20	9
Total	366	-	-	-	-	-	-	175	189	306	45	15
Yes	84	**	**	**	**	**	**	55	29	80	**	**
	23%	**	**	**	**	**	**	31% b	15%	26%	**	**
No	48	**	**	**	**	**	**	16	32	43	**	**
	13%	**	**	**	**	**	**	9% a	17%	14%	**	**
Can't remember	4	**	**	**	**	**	**	2	2	3	**	**
	1%	**	**	**	**	**	**	1%	1%	1%	**	**
ANY BREAK IN SERVICE FOR PAY TV	135	**	**	**	**	**	**	72	63	125	**	**
	37%	**	**	**	**	**	**	41%	33%	41%	**	**
NO BREAK IN SERVICE FOR PAY TV	230	**	**	**	**	**	**	103	126	181	**	**
	63%	**	**	**	**	**	**	59%	67%	59%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	348	141	85	53	67	226	120	282	31	24	11	329	19	120	191
Effective Weighted Sample	140	60	33	22	25	92	47	114	13	9	4	134	7	52	71
Total	366	158	78	61	65	235	126	296	38	23	8	353	13	149	169
Yes	84	38	**	**	**	53	31	62	**	**	**	84	**	50	33
	23%	24%	**	**	**	22%	25%	21%	**	**	**	24%	**	33%	19%
														b	
No	48	26	**	**	**	29	18	34	**	**	**	46	**	17	23
	13%	16%	**	**	**	12%	15%	11%	**	**	**	13%	**	11%	14%
Can't remember	4	1	**	**	**	2	2	4	**	**	**	3	**	4	-
	1%	1%	**	**	**	1%	1%	1%	**	**	**	1%	**	2%	-%
														b	
ANY BREAK IN SERVICE FOR PAY TV	135	65	**	**	**	83	51	100	**	**	**	133	**	70	56
	37%	41%	**	**	**	35%	41%	34%	**	**	**	38%	**	47%	33%
														b	
NO BREAK IN SERVICE FOR PAY TV	230	92	**	**	**	152	75	196	**	**	**	220	**	79	114
	63%	59%	**	**	**	65%	59%	66%	**	**	**	62%	**	53%	67%
														a	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	217	146	146	68	78	26	77	43	-	-	-
Effective Weighted Sample	99	128	128	65	67	25	74	40	-	-	-
Total	310	68	68	27	41	9	30	29	-	-	-
LANDLINE	46	18	18	**	**	**	**	**	**	**	**
	15%	27%	27%	**	**	**	**	**	**	**	**
FIXED BROADBAND	89	31	31	**	**	**	**	**	**	**	**
	29%	46%	46%	**	**	**	**	**	**	**	**
PAY TV	51	24	24	**	**	**	**	**	**	**	**
	17%	36%	36%	**	**	**	**	**	**	**	**
ANY OF THESE	135	53	53	**	**	**	**	**	**	**	**
	44%	78%	78%	**	**	**	**	**	**	**	**
NONE OF THESE	175	15	15	**	**	**	**	**	**	**	**
	56%	22%	22%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	217	-	-	-	-	-	-	18	53	-	-	-	-	-	-	-
Effective Weighted Sample	99	-	-	-	-	-	-	16	53	-	-	-	-	-	-	-
Total	310	-	-	-	-	-	-	25	218	-	-	-	-	-	-	-
LANDLINE	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND	89	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV	51	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE	135	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	175	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	217	-	-	-	-	-	-	84	131	174	32	11
Effective Weighted Sample	99	-	-	-	-	-	-	50	50	84	13	7
Total	310	-	-	-	-	-	-	178	125	272	32	6
LANDLINE	46	**	**	**	**	**	**	**	28	34	**	**
	15%	**	**	**	**	**	**	**	22%	12%	**	**
FIXED BROADBAND	89	**	**	**	**	**	**	**	56	66	**	**
	29%	**	**	**	**	**	**	**	45%	24%	**	**
PAY TV	51	**	**	**	**	**	**	**	34	46	**	**
	17%	**	**	**	**	**	**	**	27%	17%	**	**
ANY OF THESE	135	**	**	**	**	**	**	**	72	110	**	**
	44%	**	**	**	**	**	**	**	58%	40%	**	**
NONE OF THESE	175	**	**	**	**	**	**	**	52	162	**	**
	56%	**	**	**	**	**	**	**	42%	60%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	e	~f	a	~b	~c	~d	a	~b	a	~b
Unweighted total	217	77	50	40	49	127	89	191	12	11	3	199	18	103	90
Effective Weighted Sample	99	40	19	19	21	59	40	85	7	6	1	94	12	51	37
Total	310	131	57	60	62	188	122	258	27	21	4	301	10	173	111
LANDLINE	46	**	**	**	**	25	**	37	**	**	**	43	**	23	**
	15%	**	**	**	**	13%	**	14%	**	**	**	14%	**	14%	**
FIXED BROADBAND	89	**	**	**	**	55	**	71	**	**	**	82	**	35	**
	29%	**	**	**	**	29%	**	27%	**	**	**	27%	**	20%	**
PAY TV	51	**	**	**	**	31	**	37	**	**	**	49	**	20	**
	17%	**	**	**	**	16%	**	14%	**	**	**	16%	**	12%	**
ANY OF THESE	135	**	**	**	**	79	**	110	**	**	**	126	**	63	**
	44%	**	**	**	**	42%	**	43%	**	**	**	42%	**	36%	**
NONE OF THESE	175	**	**	**	**	109	**	148	**	**	**	175	**	110	**
	56%	**	**	**	**	58%	**	57%	**	**	**	58%	**	64%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	82	57	57	4	53	14	-	43	-	-	-
Effective Weighted Sample	42	50	50	4	47	13	-	40	-	-	-
Total	135	33	33	1	32	5	-	29	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	82	57	57	4	53	14	-	43	-	-	-
Effective Weighted Sample	42	50	50	4	47	13	-	40	-	-	-
Total	135	33	33	1	32	5	-	29	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	82	-	-	-	-	-	-	-	25	-	-	-	-	-	-	-
Effective Weighted Sample	42	-	-	-	-	-	-	-	25	-	-	-	-	-	-	-
Total	135	-	-	-	-	-	-	-	102	-	-	-	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	82	-	-	-	-	-	-	-	25	-	-	-	-	-	-	-
Effective Weighted Sample	42	-	-	-	-	-	-	-	25	-	-	-	-	-	-	-
Total	135	-	-	-	-	-	-	-	102	-	-	-	-	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	82	-	-	-	-	-	-	32	50	78	4	-
Effective Weighted Sample	42	-	-	-	-	-	-	20	22	39	3	-
Total	135	-	-	-	-	-	-	72	63	125	10	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	82	-	-	-	-	-	-	32	50	78	4	-
Effective Weighted Sample	42	-	-	-	-	-	-	20	22	39	3	-
Total	135	-	-	-	-	-	-	72	63	125	10	-
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	82	38	14	11	18	52	29	70	6	4	2	77	5	41	33
Effective Weighted Sample	42	21	6	7	8	27	15	33	5	3	1	40	4	21	17
Total	135	65	18	24	27	83	51	100	21	11	4	133	3	70	56
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	82	38	14	11	18	52	29	70	6	4	2	77	5	41	33
Effective Weighted Sample	42	21	6	7	8	27	15	33	5	3	1	40	4	21	17
Total	135	65	18	24	27	83	51	100	21	11	4	133	3	70	56
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	48	41	41	4	37	12	-	29	-	-	-
Effective Weighted Sample	22	35	35	4	33	12	-	27	-	-	-
Total	51	24	24	1	23	4	-	21	-	-	-
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	48	41	41	4	37	12	-	29	-	-	-
Effective Weighted Sample	22	35	35	4	33	12	-	27	-	-	-
Total	51	24	24	1	23	4	-	21	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	48	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-
Effective Weighted Sample	22	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-
Total	51	-	-	-	-	-	-	-	27	-	-	-	-	-	-	-
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	48	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-
Effective Weighted Sample	22	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-
Total	51	-	-	-	-	-	-	-	27	-	-	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	48	-	-	-	-	-	-	16	32	45	3	-
Effective Weighted Sample	22	-	-	-	-	-	-	10	13	20	2	-
Total	51	-	-	-	-	-	-	17	34	46	6	-
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	48	-	-	-	-	-	-	16	32	45	3	-
Effective Weighted Sample	22	-	-	-	-	-	-	10	13	20	2	-
Total	51	-	-	-	-	-	-	17	34	46	6	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	48	21	8	7	11	29	18	41	3	2	2	43	5	23	19
Effective Weighted Sample	22	11	8	4	4	14	8	18	2	2	1	20	4	10	9
Total	51	27	4	11	9	31	20	37	8	2	4	49	3	20	23
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	48	21	8	7	11	29	18	41	3	2	2	43	5	23	19
Effective Weighted Sample	22	11	8	4	4	14	8	18	2	2	1	20	4	10	9
Total	51	27	4	11	9	31	20	37	8	2	4	49	3	20	23
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	147	116	116	57	59	23	64	29	-	-	-
Effective Weighted Sample	61	100	100	54	49	22	61	27	-	-	-
Total	135	53	53	22	31	8	25	21	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	48 36%	13 25%	13 25%	** **	** **	** **	** **	** **	** **	** **	** **
Problems/ a fault with the equipment provided	34 25%	6 12%	6 12%	** **	** **	** **	** **	** **	** **	** **	** **
Delay in installation/ activation	34 25%	13 25%	13 25%	** **	** **	** **	** **	** **	** **	** **	** **
A fault with the line	32 24%	9 16%	9 16%	** **	** **	** **	** **	** **	** **	** **	** **
I cancelled my previous service before arranging the new one	19 14%	7 13%	7 13%	** **	** **	** **	** **	** **	** **	** **	** **
Delay in delivery of equipment	16 12%	7 12%	7 12%	** **	** **	** **	** **	** **	** **	** **	** **
Previous service not cancelled correctly	13 10%	5 10%	5 10%	** **	** **	** **	** **	** **	** **	** **	** **
To switch on a particular date that I wanted	13 9%	6 11%	6 11%	** **	** **	** **	** **	** **	** **	** **	** **
The wrong equipment was provided/ needed something extra	8 6%	3 6%	3 6%	** **	** **	** **	** **	** **	** **	** **	** **
Other reasons	2 2%	1 2%	1 2%	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	147	116	116	57	59	23	64	29	-	-	-
Effective Weighted Sample	61	100	100	54	49	22	61	27	-	-	-
Total	135	53	53	22	31	8	25	21	-	-	-
Don't know	5	5	5	**	**	**	**	**	**	**	**
	4%	10%	10%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	147	-	-	-	-	-	-	16	15	-	-	-	-	-	-	-
Effective Weighted Sample	61	-	-	-	-	-	-	15	15	-	-	-	-	-	-	-
Total	135	-	-	-	-	-	-	22	59	-	-	-	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	48 36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	34 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	34 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	32 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	19 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	16 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	13 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	13 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	8 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	2 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	147	-	-	-	-	-	-	16	15	-	-	-	-	-	-	-
Effective Weighted Sample	61	-	-	-	-	-	-	15	15	-	-	-	-	-	-	-
Total	135	-	-	-	-	-	-	22	59	-	-	-	-	-	-	-
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	147	-	-	-	-	-	-	48	98	108	28	11
Effective Weighted Sample	61	-	-	-	-	-	-	25	35	45	13	7
Total	135	-	-	-	-	-	-	59	72	110	19	6
The new provider gave me a starting date that was after the end of my previous contract	48 36%	** **	** **	** **	** **	** **	** **	** **	** **	38 35%	** **	** **
Problems/ a fault with the equipment provided	34 25%	** **	** **	** **	** **	** **	** **	** **	** **	33 30%	** **	** **
Delay in installation/ activation	34 25%	** **	** **	** **	** **	** **	** **	** **	** **	27 25%	** **	** **
A fault with the line	32 24%	** **	** **	** **	** **	** **	** **	** **	** **	30 27%	** **	** **
I cancelled my previous service before arranging the new one	19 14%	** **	** **	** **	** **	** **	** **	** **	** **	19 17%	** **	** **
Delay in delivery of equipment	16 12%	** **	** **	** **	** **	** **	** **	** **	** **	15 14%	** **	** **
Previous service not cancelled correctly	13 10%	** **	** **	** **	** **	** **	** **	** **	** **	12 11%	** **	** **
To switch on a particular date that I wanted	13 9%	** **	** **	** **	** **	** **	** **	** **	** **	11 10%	** **	** **
The wrong equipment was provided/ needed something extra	8 6%	** **	** **	** **	** **	** **	** **	** **	** **	8 7%	** **	** **
Other reasons	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	a	~b	~c
Unweighted total	147	-	-	-	-	-	-	48	98	108	28	11
Effective Weighted Sample	61	-	-	-	-	-	-	25	35	45	13	7
Total	135	-	-	-	-	-	-	59	72	110	19	6
Don't know	5	**	**	**	**	**	**	**	**	3	**	**
	4%	**	**	**	**	**	**	**	**	2%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	147	46	41	26	33	87	59	131	7	6	3	129	18	65	62
Effective Weighted Sample	61	21	14	11	15	36	25	55	3	3	1	54	12	25	25
Total	135	46	33	29	26	79	55	110	10	11	4	126	10	63	48
The new provider gave me a starting date that was after the end of my previous contract	48 36%	** **	** **	** **	** **	** **	** **	40 36%	** **	** **	** **	46 36%	** **	** **	** **
Problems/ a fault with the equipment provided	34 25%	** **	** **	** **	** **	** **	** **	25 23%	** **	** **	** **	33 26%	** **	** **	** **
Delay in installation/ activation	34 25%	** **	** **	** **	** **	** **	** **	24 21%	** **	** **	** **	31 25%	** **	** **	** **
A fault with the line	32 24%	** **	** **	** **	** **	** **	** **	28 25%	** **	** **	** **	29 23%	** **	** **	** **
I cancelled my previous service before arranging the new one	19 14%	** **	** **	** **	** **	** **	** **	14 13%	** **	** **	** **	19 15%	** **	** **	** **
Delay in delivery of equipment	16 12%	** **	** **	** **	** **	** **	** **	10 9%	** **	** **	** **	15 12%	** **	** **	** **
Previous service not cancelled correctly	13 10%	** **	** **	** **	** **	** **	** **	13 12%	** **	** **	** **	13 10%	** **	** **	** **
To switch on a particular date that I wanted	13 9%	** **	** **	** **	** **	** **	** **	12 11%	** **	** **	** **	12 10%	** **	** **	** **
The wrong equipment was provided/ needed something extra	8 6%	** **	** **	** **	** **	** **	** **	8 7%	** **	** **	** **	8 6%	** **	** **	** **
Other reasons	2 2%	** **	** **	** **	** **	** **	** **	2 2%	** **	** **	** **	1 1%	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Significance Level: 95%															
Unweighted total	147	46	41	26	33	87	59	131	7	6	3	129	18	65	62
Effective Weighted Sample	61	21	14	11	15	36	25	55	3	3	1	54	12	25	25
Total	135	46	33	29	26	79	55	110	10	11	4	126	10	63	48
Don't know	5	**	**	**	**	**	**	5	**	**	**	5	**	**	**
	4%	**	**	**	**	**	**	5%	**	**	**	4%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Yes	733	78	444	20	58	15	29	35	366	288	77
	40%	26%	35%	15%	34%	27%	19%	35%	37%	38%	35%
			a		a	b		b			
No	934	204	745	105	99	36	114	54	542	419	123
	52%	67%	58%	78%	57%	66%	75%	54%	55%	55%	56%
			b			c	ac				
Can't remember	145	24	93	9	16	4	10	10	69	51	18
	8%	8%	7%	6%	9%	7%	7%	11%	7%	7%	8%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Yes	733	144	39	182	141	42	30	32	257	**	**	**	**	**	**	**
	40%	51%	21%	36%	35%	39%	37%	26%	63%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
No	934	125	131	286	227	59	44	77	112	**	**	**	**	**	**	**
	52%	44%	71%	56%	57%	55%	55%	61%	28%	**	**	**	**	**	**	**
			acdef	a	a	a		b								
Can't remember	145	16	14	39	32	7	6	16	36	**	**	**	**	**	**	**
	8%	6%	8%	8%	8%	7%	8%	13%	9%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Yes	733	**	**	**	**	**	**	391	332	631	89	11
	40%	**	**	**	**	**	**	45%	36%	45%	29%	12%
								b		bc	c	
No	934	**	**	**	**	**	**	415	511	656	199	77
	52%	**	**	**	**	**	**	48%	55%	47%	64%	80%
									a		a	ab
Can't remember	145	**	**	**	**	**	**	57	87	113	24	7
	8%	**	**	**	**	**	**	7%	9%	8%	8%	8%
									a			

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Yes	733	365	158	100	106	523	206	618	58	**	**	691	42	424	250
	40%	47%	37%	37%	32%	43%	34%	40%	40%	**	**	42%	25%	53%	32%
		bcd				bdf						b		b	
No	934	368	231	143	190	599	333	805	73	**	**	827	108	337	470
	52%	47%	54%	53%	58%	50%	56%	52%	50%	**	**	50%	62%	42%	61%
			a		ae		ae						a		a
Can't remember	145	45	36	26	34	81	60	125	15	**	**	122	23	44	57
	8%	6%	8%	10%	10%	7%	10%	8%	10%	**	**	7%	13%	5%	7%
				a	ae		ae						a		

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	c
Unweighted total	546	168	457	51	117	39	76	53	289	187	102
Effective Weighted Sample	323	147	348	49	101	37	73	49	255	179	98
Total	733	78	444	20	58	15	29	35	366	288	77
Mobile Phone service	366	-	366	**	-	**	**	**	366	288	77
	50%	-%	82%	**	-%	**	**	**	100%	100%	100%
			a								
Pay TV Service	175	45	45	**	44	**	**	**	-	-	-
	24%	58%	10%	**	76%	**	**	**	-%	-%	-%
		b									
Landline phone/ line rental	129	31	31	**	18	**	**	**	-	-	-
	18%	40%	7%	**	30%	**	**	**	-%	-%	-%
		b									
Fixed broadband	120	38	38	**	21	**	**	**	-	-	-
	16%	49%	9%	**	36%	**	**	**	-%	-%	-%
		b									

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	546	109	31	149	92	57	38	26	63	-	-	-	-	-	-	-
Effective Weighted Sample	323	96	29	130	88	55	37	24	63	-	-	-	-	-	-	-
Total	733	144	39	182	141	42	30	32	257	-	-	-	-	-	-	-
Mobile Phone service	366	144	**	182	**	**	**	**	**	**	**	**	**	**	**	**
	50%	100%	**	100%	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV Service	175	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	24%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone/ line rental	129	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	18%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband	120	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	16%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	546	-	-	-	-	-	-	220	319	448	76	21
Effective Weighted Sample	323	-	-	-	-	-	-	149	180	270	44	18
Total	733	-	-	-	-	-	-	391	332	631	89	11
Mobile Phone service	366	**	**	**	**	**	**	199	166	320	**	**
	50%	**	**	**	**	**	**	51%	50%	51%	**	**
Pay TV Service	175	**	**	**	**	**	**	91	84	153	**	**
	24%	**	**	**	**	**	**	23%	25%	24%	**	**
Landline phone/ line rental	129	**	**	**	**	**	**	68	56	103	**	**
	18%	**	**	**	**	**	**	17%	17%	16%	**	**
Fixed broadband	120	**	**	**	**	**	**	56	58	93	**	**
	16%	**	**	**	**	**	**	14%	18%	15%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	546	246	131	77	91	377	168	463	38	35	10	510	36	290	208
Effective Weighted Sample	323	154	78	42	50	231	92	278	22	18	7	301	23	181	114
Total	733	365	158	100	106	523	206	618	58	47	10	691	42	424	250
Mobile Phone service	366	190	83	**	**	273	93	319	**	**	**	340	**	230	108
	50%	52%	52%	**	**	52%	45%	52%	**	**	**	49%	**	54%	43%
														b	
Pay TV Service	175	87	36	**	**	123	48	137	**	**	**	170	**	80	76
	24%	24%	23%	**	**	24%	24%	22%	**	**	**	25%	**	19%	30%
														a	
Landline phone/ line rental	129	60	18	**	**	78	51	105	**	**	**	121	**	84	41
	18%	17%	11%	**	**	15%	25%	17%	**	**	**	17%	**	20%	16%
							abe								
Fixed broadband	120	41	39	**	**	80	40	92	**	**	**	115	**	55	55
	16%	11%	24%	**	**	15%	19%	15%	**	**	**	17%	**	13%	22%
			ae				a							a	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	110	82	82	35	47	26	56	-	-	-	-
Effective Weighted Sample	42	78	78	33	45	25	54	-	-	-	-
Total	129	31	31	14	18	10	21	-	-	-	-
1 day	(1.0)	22	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	9	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	30	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	14	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	13	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	20	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	8	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	11	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	1	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	75	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	116	**	**	**	**	**	**	**	**	**	**
	90%	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	12	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Answered	129	**	**	**	**	**	**	**	**	**	**
Mean number of days	10.4	**	**	**	**	**	**	**	**	**	**
Standard deviation	9.29	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	110	82	82	35	47	26	56	-	-	-	-
Effective Weighted Sample	42	78	78	33	45	25	54	-	-	-	-
Total	129	31	31	14	18	10	21	-	-	-	-
Standard error	.89	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH							
		Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																	
Unweighted total		110	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Effective Weighted Sample		42	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Total		129	-	-	-	-	-	-	8	90	-	-	-	-	-	-	-
1 day	(1.0)	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		75	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		116	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		90%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		129	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		10.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		9.29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	110	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Effective Weighted Sample	42	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Total	129	-	-	-	-	-	-	8	90	-	-	-	-	-	-	-
Standard error	.89	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	110	-	-	-	-	-	-	38	69	72	24	13
Effective Weighted Sample	42	-	-	-	-	-	-	19	23	31	9	13
Total	129	-	-	-	-	-	-	68	56	103	19	6
1 day	(1.0)	22	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	9	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	30	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	14	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	13	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	20	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	8	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	11	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	1	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	75	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	116	**	**	**	**	**	**	**	**	**	**	**
	90%	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	12	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**
Answered	129	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	10.4	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	9.29	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	110	-	-	-	-	-	-	38	69	72	24	13
Effective Weighted Sample	42	-	-	-	-	-	-	19	23	31	9	13
Total	129	-	-	-	-	-	-	68	56	103	19	6
Standard error	.89	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS		
		Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	a	~b	~a	~b
Unweighted total		110	41	26	21	22	67	43	87	8	12	3	101	9	52	51
Effective Weighted Sample		42	19	8	9	8	26	16	34	3	5	3	39	4	24	17
Total		129	60	18	28	23	78	51	105	9	14	1	121	9	84	41
1 day	(1.0)	22	**	**	**	**	**	**	**	**	**	**	20	**	**	**
		17%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
2-3 days	(2.5)	9	**	**	**	**	**	**	**	**	**	**	7	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
4-6 days	(5.0)	30	**	**	**	**	**	**	**	**	**	**	30	**	**	**
		23%	**	**	**	**	**	**	**	**	**	**	25%	**	**	**
A week	(7.0)	14	**	**	**	**	**	**	**	**	**	**	14	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
1-2 weeks	(10.0)	13	**	**	**	**	**	**	**	**	**	**	13	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
2-3 weeks	(17.0)	20	**	**	**	**	**	**	**	**	**	**	16	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
3-4 weeks	(24.0)	8	**	**	**	**	**	**	**	**	**	**	8	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
A month	(30.0)	11	**	**	**	**	**	**	**	**	**	**	11	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
More than a month	(35.0)	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Don't know		1	**	**	**	**	**	**	**	**	**	**	1	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
ONE WEEK OR LESS		75	**	**	**	**	**	**	**	**	**	**	71	**	**	**
		58%	**	**	**	**	**	**	**	**	**	**	59%	**	**	**
UP TO 4 WEEKS		116	**	**	**	**	**	**	**	**	**	**	108	**	**	**
		90%	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
MORE THAN 4 WEEKS		12	**	**	**	**	**	**	**	**	**	**	12	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
Answered		129	**	**	**	**	**	**	**	**	**	**	120	**	**	**
Mean number of days		10.4	**	**	**	**	**	**	**	**	**	**	10.4	**	**	**
Standard deviation		9.29	**	**	**	**	**	**	**	**	**	**	9.30	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	a	~b	~a	~b
Unweighted total	110	41	26	21	22	67	43	87	8	12	3	101	9	52	51
Effective Weighted Sample	42	19	8	9	8	26	16	34	3	5	3	39	4	24	17
Total	129	60	18	28	23	78	51	105	9	14	1	121	9	84	41
Standard error	.89	**	**	**	**	**	**	**	**	**	**	.93	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	110	82	82	35	47	26	56	-	-	-	-
Effective Weighted Sample	42	78	78	33	45	25	54	-	-	-	-
Total	129	31	31	14	18	10	21	-	-	-	-
Yes	89	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**
No	36	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	110	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Effective Weighted Sample	42	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Total	129	-	-	-	-	-	-	8	90	-	-	-	-	-	-	-
Yes	89	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	110	-	-	-	-	-	-	38	69	72	24	13
Effective Weighted Sample	42	-	-	-	-	-	-	19	23	31	9	13
Total	129	-	-	-	-	-	-	68	56	103	19	6
Yes	89	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**
No	36	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	110	41	26	21	22	67	43	87	8	12	3	101	9	52	51
Effective Weighted Sample	42	19	8	9	8	26	16	34	3	5	3	39	4	24	17
Total	129	60	18	28	23	78	51	105	9	14	1	121	9	84	41
Yes	89	**	**	**	**	**	**	**	**	**	**	88	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	73%	**	**	**
No	36	**	**	**	**	**	**	**	**	**	**	30	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	25%	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	596	538	538	336	202	147	391	-	-	-	-
Effective Weighted Sample	200	512	512	321	192	138	375	-	-	-	-
Total	384	206	206	133	73	54	151	-	-	-	-
Yes	89	9	9	3	6	4	5	**	**	**	**
	23%	4%	4%	3%	8%	7%	3%	**	**	**	**
					a						
No	36	20	20	9	11	6	14	**	**	**	**
	9%	10%	10%	7%	15%	11%	9%	**	**	**	**
					a						
Can't remember	4	2	2	1	1	*	2	**	**	**	**
	1%	1%	1%	1%	2%	1%	1%	**	**	**	**
NO OVERLAP FOR LANDLINE SERVICE	255	175	175	119	55	44	130	**	**	**	**
	66%	85%	85%	90%	76%	81%	86%	**	**	**	**
				b							

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	596	-	-	-	-	-	-	21	37	-	-	-	-	-	-	-
Effective Weighted Sample	200	-	-	-	-	-	-	19	37	-	-	-	-	-	-	-
Total	384	-	-	-	-	-	-	28	150	-	-	-	-	-	-	-
Yes	89	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR LANDLINE SERVICE	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	596	-	-	-	-	-	-	179	410	376	149	69
Effective Weighted Sample	200	-	-	-	-	-	-	72	138	121	53	58
Total	384	-	-	-	-	-	-	175	202	263	88	31
Yes	89	**	**	**	**	**	**	54	31	78	10	**
	23%	**	**	**	**	**	**	31% b	15%	30% b	11%	**
No	36	**	**	**	**	**	**	10	24	25	6	**
	9%	**	**	**	**	**	**	6% a	12% a	9%	7%	**
Can't remember	4	**	**	**	**	**	**	3	1	1	3	**
	1%	**	**	**	**	**	**	2% a	*% a	*% a	3% a	**
NO OVERLAP FOR LANDLINE SERVICE	255	**	**	**	**	**	**	107	147	160	70	**
	66%	**	**	**	**	**	**	61% a	73% a	61% a	79% a	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	596	188	168	100	140	356	240	499	42	39	16	514	82	202	338
Effective Weighted Sample	200	66	74	33	47	123	77	171	13	13	5	171	43	66	129
Total	384	154	81	76	74	234	150	309	34	32	9	348	36	168	179
Yes	89	48	9	14	17	57	32	76	**	**	**	88	**	61	27
	23%	31%	12%	19%	24%	24%	21%	24%	**	**	**	25%	**	36%	15%
		bcd			b	b	b							b	
No	36	12	8	12	5	20	16	26	**	**	**	30	**	22	10
	9%	8%	10%	15%	6%	8%	11%	8%	**	**	**	9%	**	13%	5%
				ade										b	
Can't remember	4	1	1	2	1	1	3	4	**	**	**	2	**	1	4
	1%	1%	1%	2%	1%	1%	2%	1%	**	**	**	1%	**	*%	2%
NO OVERLAP FOR LANDLINE SERVICE	255	93	63	48	51	156	99	204	**	**	**	227	**	84	138
	66%	61%	78%	63%	69%	67%	66%	66%	**	**	**	65%	**	50%	77%
			acef												a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	110	82	82	35	47	26	56	-	-	-	-
Effective Weighted Sample	42	78	78	33	45	25	54	-	-	-	-
Total	129	31	31	14	18	10	21	-	-	-	-
To ensure I kept my number	38	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	38	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	32	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	32	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	28	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	27	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	24	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	19	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	110	82	82	35	47	26	56	-	-	-	-
Effective Weighted Sample	42	78	78	33	45	25	54	-	-	-	-
Total	129	31	31	14	18	10	21	-	-	-	-
To switch on a particular date that I wanted	15	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	3	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Other reasons	5	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	110	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Effective Weighted Sample	42	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Total	129	-	-	-	-	-	-	8	90	-	-	-	-	-	-	-
To ensure I kept my number	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	110	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Effective Weighted Sample	42	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Total	129	-	-	-	-	-	-	8	90	-	-	-	-	-	-	-
To switch on a particular date that I wanted	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	110	-	-	-	-	-	-	38	69	72	24	13
Effective Weighted Sample	42	-	-	-	-	-	-	19	23	31	9	13
Total	129	-	-	-	-	-	-	68	56	103	19	6
To ensure I kept my number	38	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	38	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	32	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	32	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	28	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	27	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	24	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	19	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	110	-	-	-	-	-	-	38	69	72	24	13
Effective Weighted Sample	42	-	-	-	-	-	-	19	23	31	9	13
Total	129	-	-	-	-	-	-	68	56	103	19	6
To switch on a particular date that I wanted	15	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	3	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**
Other reasons	5	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	110	41	26	21	22	67	43	87	8	12	3	101	9	52	51
Effective Weighted Sample	42	19	8	9	8	26	16	34	3	5	3	39	4	24	17
Total	129	60	18	28	23	78	51	105	9	14	1	121	9	84	41
To ensure I kept my number	38	**	**	**	**	**	**	**	**	**	**	37	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	30%	**	**	**
To ensure I always had this service available during the switch	38	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	29%	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	32	**	**	**	**	**	**	**	**	**	**	27	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	32	**	**	**	**	**	**	**	**	**	**	31	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	26%	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	28	**	**	**	**	**	**	**	**	**	**	28	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	23%	**	**	**
To sign up with my new provider before a deal ran out	27	**	**	**	**	**	**	**	**	**	**	25	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	21%	**	**	**
Due to the available engineer appointment dates	24	**	**	**	**	**	**	**	**	**	**	24	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
To switch to a better service immediately	19	**	**	**	**	**	**	**	**	**	**	19	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	110	41	26	21	22	67	43	87	8	12	3	101	9	52	51
Effective Weighted Sample	42	19	8	9	8	26	16	34	3	5	3	39	4	24	17
Total	129	60	18	28	23	78	51	105	9	14	1	121	9	84	41
To switch on a particular date that I wanted	15	**	**	**	**	**	**	**	**	**	**	15	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
To get inclusive calls as soon as possible	3	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
Other reasons	5	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	135	101	101	44	57	34	67	-	-	-	-
Effective Weighted Sample	51	96	96	42	54	32	64	-	-	-	-
Total	120	38	38	17	21	13	25	-	-	-	-
1 day	(1.0)	12	2	**	**	**	**	**	**	**	**
	10%	5%	5%	**	**	**	**	**	**	**	**
2-3 days	(2.5)	18	9	**	**	**	**	**	**	**	**
	15%	25%	25%	**	**	**	**	**	**	**	**
4-6 days	(5.0)	24	6	**	**	**	**	**	**	**	**
	20%	17%	17%	**	**	**	**	**	**	**	**
A week	(7.0)	19	5	**	**	**	**	**	**	**	**
	16%	13%	13%	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	19	5	**	**	**	**	**	**	**	**
	16%	13%	13%	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	7	3	**	**	**	**	**	**	**	**
	6%	9%	9%	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	9	1	**	**	**	**	**	**	**	**
	8%	3%	3%	**	**	**	**	**	**	**	**
A month	(30.0)	8	3	**	**	**	**	**	**	**	**
	6%	7%	7%	**	**	**	**	**	**	**	**
More than a month	(35.0)	1	1	**	**	**	**	**	**	**	**
	1%	3%	3%	**	**	**	**	**	**	**	**
Don't know	3	2	2	**	**	**	**	**	**	**	**
	2%	4%	4%	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	72	23	23	**	**	**	**	**	**	**	**
	61%	60%	60%	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	108	33	33	**	**	**	**	**	**	**	**
	90%	85%	85%	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	9	4	4	**	**	**	**	**	**	**	**
	7%	11%	11%	**	**	**	**	**	**	**	**
Answered	117	37	37	**	**	**	**	**	**	**	**
Mean number of days	9.6	9.8	9.8	**	**	**	**	**	**	**	**
Standard deviation	8.67	9.52	9.52	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	135	101	101	44	57	34	67	-	-	-	-
Effective Weighted Sample	51	96	96	42	54	32	64	-	-	-	-
Total	120	38	38	17	21	13	25	-	-	-	-
Standard error	.76	.97	.97	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH							
		Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																	
Unweighted total		135	-	-	-	-	-	-	20	14	-	-	-	-	-	-	-
Effective Weighted Sample		51	-	-	-	-	-	-	19	14	-	-	-	-	-	-	-
Total		120	-	-	-	-	-	-	24	57	-	-	-	-	-	-	-
1 day	(1.0)	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		72	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		61%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		108	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		90%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		117	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		9.6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		8.67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	135	-	-	-	-	-	-	20	14	-	-	-	-	-	-	-
Effective Weighted Sample	51	-	-	-	-	-	-	19	14	-	-	-	-	-	-	-
Total	120	-	-	-	-	-	-	24	57	-	-	-	-	-	-	-
Standard error	.76	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	135	-	-	-	-	-	-	40	91	88	32	15
Effective Weighted Sample	51	-	-	-	-	-	-	18	35	34	15	15
Total	120	-	-	-	-	-	-	56	58	93	20	7
1 day	(1.0)	12	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	18	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	24	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	19	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	19	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	7	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	9	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	8	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	1	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	72	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	108	**	**	**	**	**	**	**	**	**	**	**
	90%	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	9	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**
Answered	117	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	9.6	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	8.67	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	135	-	-	-	-	-	-	40	91	88	32	15
Effective Weighted Sample	51	-	-	-	-	-	-	18	35	34	15	15
Total	120	-	-	-	-	-	-	56	58	93	20	7
Standard error	.76	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS		
		Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total		135	39	44	22	30	83	52	107	8	16	4	126	9	54	72
Effective Weighted Sample		51	15	18	8	21	32	19	40	3	6	4	47	5	20	27
Total		120	41	39	24	16	80	40	92	8	19	2	115	5	55	55
1 day	(1.0)	12	**	**	**	**	**	**	8	**	**	**	11	**	**	**
		10%	**	**	**	**	**	**	9%	**	**	**	10%	**	**	**
2-3 days	(2.5)	18	**	**	**	**	**	**	16	**	**	**	16	**	**	**
		15%	**	**	**	**	**	**	18%	**	**	**	14%	**	**	**
4-6 days	(5.0)	24	**	**	**	**	**	**	23	**	**	**	24	**	**	**
		20%	**	**	**	**	**	**	25%	**	**	**	21%	**	**	**
A week	(7.0)	19	**	**	**	**	**	**	13	**	**	**	16	**	**	**
		16%	**	**	**	**	**	**	14%	**	**	**	14%	**	**	**
1-2 weeks	(10.0)	19	**	**	**	**	**	**	13	**	**	**	19	**	**	**
		16%	**	**	**	**	**	**	14%	**	**	**	17%	**	**	**
2-3 weeks	(17.0)	7	**	**	**	**	**	**	3	**	**	**	7	**	**	**
		6%	**	**	**	**	**	**	4%	**	**	**	6%	**	**	**
3-4 weeks	(24.0)	9	**	**	**	**	**	**	5	**	**	**	9	**	**	**
		8%	**	**	**	**	**	**	6%	**	**	**	8%	**	**	**
A month	(30.0)	8	**	**	**	**	**	**	6	**	**	**	8	**	**	**
		6%	**	**	**	**	**	**	7%	**	**	**	7%	**	**	**
More than a month	(35.0)	1	**	**	**	**	**	**	1	**	**	**	1	**	**	**
		1%	**	**	**	**	**	**	1%	**	**	**	1%	**	**	**
Don't know		3	**	**	**	**	**	**	3	**	**	**	3	**	**	**
		2%	**	**	**	**	**	**	3%	**	**	**	2%	**	**	**
ONE WEEK OR LESS		72	**	**	**	**	**	**	60	**	**	**	68	**	**	**
		61%	**	**	**	**	**	**	65%	**	**	**	59%	**	**	**
UP TO 4 WEEKS		108	**	**	**	**	**	**	81	**	**	**	103	**	**	**
		90%	**	**	**	**	**	**	89%	**	**	**	90%	**	**	**
MORE THAN 4 WEEKS		9	**	**	**	**	**	**	8	**	**	**	9	**	**	**
		7%	**	**	**	**	**	**	8%	**	**	**	8%	**	**	**
Answered		117	**	**	**	**	**	**	89	**	**	**	112	**	**	**
Mean number of days		9.6	**	**	**	**	**	**	9.0	**	**	**	9.7	**	**	**
Standard deviation		8.67	**	**	**	**	**	**	8.71	**	**	**	8.76	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total	135	39	44	22	30	83	52	107	8	16	4	126	9	54	72
Effective Weighted Sample	51	15	18	8	21	32	19	40	3	6	4	47	5	20	27
Total	120	41	39	24	16	80	40	92	8	19	2	115	5	55	55
Standard error	.76	**	**	**	**	**	**	.86	**	**	**	.80	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	135	101	101	44	57	34	67	-	-	-	-
Effective Weighted Sample	51	96	96	42	54	32	64	-	-	-	-
Total	120	38	38	17	21	13	25	-	-	-	-
Yes	56	10	10	**	**	**	**	**	**	**	**
	47%	27%	27%	**	**	**	**	**	**	**	**
No	57	24	24	**	**	**	**	**	**	**	**
	47%	63%	63%	**	**	**	**	**	**	**	**
Can't remember	7	4	4	**	**	**	**	**	**	**	**
	6%	9%	9%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	135	-	-	-	-	-	-	20	14	-	-	-	-	-	-	-
Effective Weighted Sample	51	-	-	-	-	-	-	19	14	-	-	-	-	-	-	-
Total	120	-	-	-	-	-	-	24	57	-	-	-	-	-	-	-
Yes	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	135	-	-	-	-	-	-	40	91	88	32	15
Effective Weighted Sample	51	-	-	-	-	-	-	18	35	34	15	15
Total	120	-	-	-	-	-	-	56	58	93	20	7
Yes	56	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**
No	57	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	7	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	135	39	44	22	30	83	52	107	8	16	4	126	9	54	72
Effective Weighted Sample	51	15	18	8	21	32	19	40	3	6	4	47	5	20	27
Total	120	41	39	24	16	80	40	92	8	19	2	115	5	55	55
Yes	56	**	**	**	**	**	**	45	**	**	**	53	**	**	**
	47%	**	**	**	**	**	**	49%	**	**	**	46%	**	**	**
No	57	**	**	**	**	**	**	40	**	**	**	55	**	**	**
	47%	**	**	**	**	**	**	43%	**	**	**	48%	**	**	**
Can't remember	7	**	**	**	**	**	**	7	**	**	**	7	**	**	**
	6%	**	**	**	**	**	**	7%	**	**	**	6%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	662	538	538	336	202	147	391	-	-	-	-
Effective Weighted Sample	251	512	512	321	192	138	375	-	-	-	-
Total	476	206	206	133	73	54	151	-	-	-	-
Yes	56	10	10	4	6	4	6	**	**	**	**
	12%	5%	5%	3%	9%	8%	4%	**	**	**	**
					a						
No	57	24	24	11	13	8	16	**	**	**	**
	12%	12%	12%	8%	18%	15%	10%	**	**	**	**
					a						
Can't remember	7	4	4	2	1	*	3	**	**	**	**
	2%	2%	2%	2%	2%	1%	2%	**	**	**	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	357	168	168	116	52	42	126	**	**	**	**
	75%	81%	81%	87%	72%	76%	83%	**	**	**	**
				b							

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	662	-	-	-	-	-	-	81	43	-	-	-	-	-	-	-
Effective Weighted Sample	251	-	-	-	-	-	-	75	43	-	-	-	-	-	-	-
Total	476	-	-	-	-	-	-	99	172	-	-	-	-	-	-	-
Yes	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	357	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	~c
Unweighted total	662	-	-	-	-	-	-	188	468	418	169	74
Effective Weighted Sample	251	-	-	-	-	-	-	82	174	150	78	51
Total	476	-	-	-	-	-	-	187	284	332	106	39
Yes	56	**	**	**	**	**	**	34	21	44	11	**
	12%	**	**	**	**	**	**	18% b	7%	13%	10%	**
No	57	**	**	**	**	**	**	19	32	44	7	**
	12%	**	**	**	**	**	**	10%	11%	13% b	7%	**
Can't remember	7	**	**	**	**	**	**	3	5	5	1	**
	2%	**	**	**	**	**	**	1%	2%	1%	1%	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	357	**	**	**	**	**	**	130	226	238	86	**
	75%	**	**	**	**	**	**	70%	80% a	72%	81% a	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	662	196	198	109	158	394	267	561	46	39	16	571	91	222	376
Effective Weighted Sample	251	72	83	39	65	150	101	218	16	14	5	215	43	83	153
Total	476	163	131	85	96	294	181	400	38	29	9	426	51	188	232
Yes	56	31	13	10	2	44	12	45	**	**	**	53	**	17	34
	12%	19%	10%	12%	2%	15%	6%	11%	**	**	**	12%	**	9%	15%
		bdf	d	d		df	d								
No	57	9	21	13	14	30	26	40	**	**	**	55	**	33	19
	12%	5%	16%	15%	14%	10%	15%	10%	**	**	**	13%	**	18%	8%
			ae	a	a		a							b	
Can't remember	7	1	5	1	1	6	2	7	**	**	**	7	**	5	3
	2%	1%	4%	1%	1%	2%	1%	2%	**	**	**	2%	**	2%	1%
			f												
NO OVERLAP FOR FIXED BROADBAND SERVICE	357	122	93	61	80	214	142	309	**	**	**	311	**	133	177
	75%	75%	71%	72%	83%	73%	78%	77%	**	**	**	73%	**	71%	76%
					bce										

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	135	101	101	44	57	34	67	-	-	-	-
Effective Weighted Sample	51	96	96	42	54	32	64	-	-	-	-
Total	120	38	38	17	21	13	25	-	-	-	-
To ensure I always had this service available during the switch	40	12	12	**	**	**	**	**	**	**	**
	33%	31%	31%	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	38	7	7	**	**	**	**	**	**	**	**
	32%	18%	18%	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	32	3	3	**	**	**	**	**	**	**	**
	27%	9%	9%	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	22	2	2	**	**	**	**	**	**	**	**
	19%	6%	6%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	22	6	6	**	**	**	**	**	**	**	**
	19%	15%	15%	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	21	6	6	**	**	**	**	**	**	**	**
	17%	16%	16%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	20	7	7	**	**	**	**	**	**	**	**
	16%	18%	18%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	135	101	101	44	57	34	67	-	-	-	-
Effective Weighted Sample	51	96	96	42	54	32	64	-	-	-	-
Total	120	38	38	17	21	13	25	-	-	-	-
To sign up with my new provider before a deal ran out	14	6	6	**	**	**	**	**	**	**	**
	12%	15%	15%	**	**	**	**	**	**	**	**
To switch to a better service immediately	4	2	2	**	**	**	**	**	**	**	**
	4%	6%	6%	**	**	**	**	**	**	**	**
Other reasons	1	1	1	**	**	**	**	**	**	**	**
	1%	2%	2%	**	**	**	**	**	**	**	**
Don't know	3	2	2	**	**	**	**	**	**	**	**
	3%	6%	6%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	135	-	-	-	-	-	-	20	14	-	-	-	-	-	-	-
Effective Weighted Sample	51	-	-	-	-	-	-	19	14	-	-	-	-	-	-	-
Total	120	-	-	-	-	-	-	24	57	-	-	-	-	-	-	-
To ensure I always had this service available during the switch	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	135	-	-	-	-	-	-	20	14	-	-	-	-	-	-	-
Effective Weighted Sample	51	-	-	-	-	-	-	19	14	-	-	-	-	-	-	-
Total	120	-	-	-	-	-	-	24	57	-	-	-	-	-	-	-
To sign up with my new provider before a deal ran out	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	135	-	-	-	-	-	-	40	91	88	32	15
Effective Weighted Sample	51	-	-	-	-	-	-	18	35	34	15	15
Total	120	-	-	-	-	-	-	56	58	93	20	7
To ensure I always had this service available during the switch	40 33%	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	38 32%	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	32 27%	**	**	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	22 19%	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	22 19%	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	21 17%	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	20 16%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	135	-	-	-	-	-	-	40	91	88	32	15
Effective Weighted Sample	51	-	-	-	-	-	-	18	35	34	15	15
Total	120	-	-	-	-	-	-	56	58	93	20	7
To sign up with my new provider before a deal ran out	14	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	4	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**
Other reasons	1	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total	135	39	44	22	30	83	52	107	8	16	4	126	9	54	72
Effective Weighted Sample	51	15	18	8	21	32	19	40	3	6	4	47	5	20	27
Total	120	41	39	24	16	80	40	92	8	19	2	115	5	55	55
To ensure I always had this service available during the switch	40	**	**	**	**	**	**	33	**	**	**	38	**	**	**
	33%	**	**	**	**	**	**	36%	**	**	**	33%	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	38	**	**	**	**	**	**	33	**	**	**	36	**	**	**
	32%	**	**	**	**	**	**	36%	**	**	**	31%	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	32	**	**	**	**	**	**	23	**	**	**	31	**	**	**
	27%	**	**	**	**	**	**	25%	**	**	**	27%	**	**	**
To get faster broadband speeds as soon as possible	22	**	**	**	**	**	**	16	**	**	**	22	**	**	**
	19%	**	**	**	**	**	**	18%	**	**	**	19%	**	**	**
To switch on a particular date that I wanted	22	**	**	**	**	**	**	17	**	**	**	20	**	**	**
	19%	**	**	**	**	**	**	18%	**	**	**	18%	**	**	**
Due to the available engineer appointment dates	21	**	**	**	**	**	**	19	**	**	**	20	**	**	**
	17%	**	**	**	**	**	**	21%	**	**	**	18%	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	20	**	**	**	**	**	**	17	**	**	**	19	**	**	**
	16%	**	**	**	**	**	**	18%	**	**	**	17%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total	135	39	44	22	30	83	52	107	8	16	4	126	9	54	72
Effective Weighted Sample	51	15	18	8	21	32	19	40	3	6	4	47	5	20	27
Total	120	41	39	24	16	80	40	92	8	19	2	115	5	55	55
To sign up with my new provider before a deal ran out	14	**	**	**	**	**	**	8	**	**	**	13	**	**	**
	12%	**	**	**	**	**	**	9%	**	**	**	12%	**	**	**
To switch to a better service immediately	4	**	**	**	**	**	**	3	**	**	**	4	**	**	**
	4%	**	**	**	**	**	**	3%	**	**	**	4%	**	**	**
Other reasons	1	**	**	**	**	**	**	1	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	1%	**	**	**	1%	**	**	**
Don't know	3	**	**	**	**	**	**	1	**	**	**	3	**	**	**
	3%	**	**	**	**	**	**	1%	**	**	**	3%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	114	82	82	4	78	29	-	53	-	-	-
Effective Weighted Sample	55	72	72	4	69	27	-	49	-	-	-
Total	175	45	45	1	44	11	-	35	-	-	-
1 day	(1.0)	14	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	22	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	32	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	29	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	34	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	24	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	10	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	6	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	5	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	96	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	165	**	**	**	**	**	**	**	**	**	**
	94%	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	11	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
Answered	175	**	**	**	**	**	**	**	**	**	**
Mean number of days	10.0	**	**	**	**	**	**	**	**	**	**
Standard deviation	8.25	**	**	**	**	**	**	**	**	**	**
Standard error	.77	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Significance Level: 95%																	
Unweighted total		114	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-
Effective Weighted Sample		55	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-
Total		175	-	-	-	-	-	-	-	130	-	-	-	-	-	-	-
1 day	(1.0)	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		165	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		94%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		175	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		10.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		8.25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		.77	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	114	-	-	-	-	-	-	45	69	92	15	7
Effective Weighted Sample	55	-	-	-	-	-	-	26	30	47	6	7
Total	175	-	-	-	-	-	-	91	84	153	19	3
1 day	(1.0)	14	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	22	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	32	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	29	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	34	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	24	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	10	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	6	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	5	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	96	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	165	**	**	**	**	**	**	**	**	**	**	**
	94%	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	11	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**
Answered	175	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	10.0	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	8.25	**	**	**	**	**	**	**	**	**	**	**
Standard error	.77	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS		
		Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
			~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	a	~b	~a	~b
Significance Level: 95%																
Unweighted total		114	47	33	15	18	80	33	91	8	13	2	111	3	44	58
Effective Weighted Sample		55	26	14	7	8	39	15	44	5	5	2	54	1	24	25
Total		175	87	36	22	27	123	48	137	22	15	1	170	5	80	76
1 day	(1.0)	14	**	**	**	**	**	**	**	**	**	**	14	**	**	**
		8%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
2-3 days	(2.5)	22	**	**	**	**	**	**	**	**	**	**	21	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
4-6 days	(5.0)	32	**	**	**	**	**	**	**	**	**	**	32	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
A week	(7.0)	29	**	**	**	**	**	**	**	**	**	**	28	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
1-2 weeks	(10.0)	34	**	**	**	**	**	**	**	**	**	**	34	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
2-3 weeks	(17.0)	24	**	**	**	**	**	**	**	**	**	**	24	**	**	**
		14%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
3-4 weeks	(24.0)	10	**	**	**	**	**	**	**	**	**	**	10	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
A month	(30.0)	6	**	**	**	**	**	**	**	**	**	**	6	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
More than a month	(35.0)	5	**	**	**	**	**	**	**	**	**	**	1	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	*%	**	**	**
ONE WEEK OR LESS		96	**	**	**	**	**	**	**	**	**	**	96	**	**	**
		55%	**	**	**	**	**	**	**	**	**	**	56%	**	**	**
UP TO 4 WEEKS		165	**	**	**	**	**	**	**	**	**	**	164	**	**	**
		94%	**	**	**	**	**	**	**	**	**	**	96%	**	**	**
MORE THAN 4 WEEKS		11	**	**	**	**	**	**	**	**	**	**	6	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
Answered		175	**	**	**	**	**	**	**	**	**	**	170	**	**	**
Mean number of days		10.0	**	**	**	**	**	**	**	**	**	**	9.4	**	**	**
Standard deviation		8.25	**	**	**	**	**	**	**	**	**	**	7.32	**	**	**
Standard error		.77	**	**	**	**	**	**	**	**	**	**	.69	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	114	82	82	4	78	29	-	53	-	-	-
Effective Weighted Sample	55	72	72	4	69	27	-	49	-	-	-
Total	175	45	45	1	44	11	-	35	-	-	-
Yes	125	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**
No	34	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Can't remember	16	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	114	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-
Effective Weighted Sample	55	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-
Total	175	-	-	-	-	-	-	-	130	-	-	-	-	-	-	-
Yes	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	114	-	-	-	-	-	-	45	69	92	15	7
Effective Weighted Sample	55	-	-	-	-	-	-	26	30	47	6	7
Total	175	-	-	-	-	-	-	91	84	153	19	3
Yes	125	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**
No	34	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	16	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	a	~b	~a	~b
Unweighted total	114	47	33	15	18	80	33	91	8	13	2	111	3	44	58
Effective Weighted Sample	55	26	14	7	8	39	15	44	5	5	2	54	1	24	25
Total	175	87	36	22	27	123	48	137	22	15	1	170	5	80	76
Yes	125	**	**	**	**	**	**	**	**	**	**	125	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	73%	**	**	**
No	34	**	**	**	**	**	**	**	**	**	**	34	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
Can't remember	16	**	**	**	**	**	**	**	**	**	**	11	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	a	~b	c	~a	~b	~c
Unweighted total	348	295	295	37	258	147	-	148	-	-	-
Effective Weighted Sample	140	255	255	35	223	138	-	138	-	-	-
Total	366	152	152	15	137	54	-	98	-	-	-
Yes	125	19	19	**	18	3	**	16	**	**	**
	34%	13%	13%	**	13%	6%	**	16%	**	**	**
						a					
No	34	23	23	**	23	7	**	16	**	**	**
	9%	15%	15%	**	17%	13%	**	16%	**	**	**
Can't remember	16	3	3	**	3	*	**	3	**	**	**
	4%	2%	2%	**	2%	1%	**	3%	**	**	**
NO OVERLAP FOR PAY TV SERVICE	190	107	107	**	93	43	**	63	**	**	**
	52%	70%	70%	**	68%	80%	**	65%	**	**	**
						c					

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	348	-	-	-	-	-	-	-	53	-	-	-	-	-	-	-
Effective Weighted Sample	140	-	-	-	-	-	-	-	53	-	-	-	-	-	-	-
Total	366	-	-	-	-	-	-	-	214	-	-	-	-	-	-	-
Yes	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR PAY TV SERVICE	190	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	348	-	-	-	-	-	-	123	222	275	53	20
Effective Weighted Sample	140	-	-	-	-	-	-	60	80	113	20	9
Total	366	-	-	-	-	-	-	175	189	306	45	15
Yes	125	**	**	**	**	**	**	69	56	119	**	**
	34%	**	**	**	**	**	**	39%	30%	39%	**	**
No	34	**	**	**	**	**	**	13	22	23	**	**
	9%	**	**	**	**	**	**	7%	12%	7%	**	**
Can't remember	16	**	**	**	**	**	**	10	6	11	**	**
	4%	**	**	**	**	**	**	5%	3%	4%	**	**
NO OVERLAP FOR PAY TV SERVICE	190	**	**	**	**	**	**	84	104	153	**	**
	52%	**	**	**	**	**	**	48%	55%	50%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	348	141	85	53	67	226	120	282	31	24	11	329	19	120	191
Effective Weighted Sample	140	60	33	22	25	92	47	114	13	9	4	134	7	52	71
Total	366	158	78	61	65	235	126	296	38	23	8	353	13	149	169
Yes	125	71	**	**	**	94	31	97	**	**	**	125	**	54	54
	34%	45%	**	**	**	40%	25%	33%	**	**	**	35%	**	36%	32%
		f				f									
No	34	12	**	**	**	18	12	29	**	**	**	34	**	17	17
	9%	7%	**	**	**	8%	10%	10%	**	**	**	10%	**	11%	10%
Can't remember	16	5	**	**	**	11	5	11	**	**	**	11	**	10	5
	4%	3%	**	**	**	5%	4%	4%	**	**	**	3%	**	7%	3%
NO OVERLAP FOR PAY TV SERVICE	190	70	**	**	**	112	77	158	**	**	**	183	**	69	93
	52%	45%	**	**	**	48%	61%	54%	**	**	**	52%	**	46%	55%
							ae								

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	114	82	82	4	78	29	-	53	-	-	-
Effective Weighted Sample	55	72	72	4	69	27	-	49	-	-	-
Total	175	45	45	1	44	11	-	35	-	-	-
To ensure I always had this service available during the switch	64 36%	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	54 31%	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	54 31%	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	49 28%	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	47 27%	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	41 24%	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	38 21%	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	35 20%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	114	82	82	4	78	29	-	53	-	-	-
Effective Weighted Sample	55	72	72	4	69	27	-	49	-	-	-
Total	175	45	45	1	44	11	-	35	-	-	-
To switch to a better service immediately	35	**	**	**	**	**	**	**	**	**	**
20%		**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	30	**	**	**	**	**	**	**	**	**	**
17%		**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**
3%		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	114	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-
Effective Weighted Sample	55	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-
Total	175	-	-	-	-	-	-	-	130	-	-	-	-	-	-	-
To ensure I always had this service available during the switch	64	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	114	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-
Effective Weighted Sample	55	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-
Total	175	-	-	-	-	-	-	-	130	-	-	-	-	-	-	-
To switch to a better service immediately	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	114	-	-	-	-	-	-	45	69	92	15	7
Effective Weighted Sample	55	-	-	-	-	-	-	26	30	47	6	7
Total	175	-	-	-	-	-	-	91	84	153	19	3
To ensure I always had this service available during the switch	64 36%	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	54 31%	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	54 31%	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	49 28%	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	47 27%	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	41 24%	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	38 21%	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	35 20%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	114	-	-	-	-	-	-	45	69	92	15	7
Effective Weighted Sample	55	-	-	-	-	-	-	26	30	47	6	7
Total	175	-	-	-	-	-	-	91	84	153	19	3
To switch to a better service immediately	35	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	30	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	114	47	33	15	18	80	33	91	8	13	2	111	3	44	58
Effective Weighted Sample	55	26	14	7	8	39	15	44	5	5	2	54	1	24	25
Total	175	87	36	22	27	123	48	137	22	15	1	170	5	80	76
To ensure I always had this service available during the switch	64 36%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	59 35%	** **	** **	** **
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	54 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	54 32%	** **	** **	** **
The previous service wasn't cancelled correctly/ on the date requested	54 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	54 32%	** **	** **	** **
Due to the available engineer appointment dates	49 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	49 29%	** **	** **	** **
The new provider gave me a starting date that was before the end of my previous contract	47 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	47 28%	** **	** **	** **
To get a channel in time to view a specific event	41 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	41 24%	** **	** **	** **
To switch on a particular date that I wanted	38 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	38 22%	** **	** **	** **
To get the channels I wanted as soon as possible	35 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	35 21%	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	a	~b	~a	~b
Unweighted total	114	47	33	15	18	80	33	91	8	13	2	111	3	44	58
Effective Weighted Sample	55	26	14	7	8	39	15	44	5	5	2	54	1	24	25
Total	175	87	36	22	27	123	48	137	22	15	1	170	5	80	76
To switch to a better service immediately	35	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
To sign up with my new provider before a deal ran out	30	**	**	**	**	**	**	**	**	**	**	30	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	c
Unweighted total	546	168	457	51	117	39	76	53	289	187	102
Effective Weighted Sample	323	147	348	49	101	37	73	49	255	179	98
Total	733	78	444	20	58	15	29	35	366	288	77
LANDLINE	40	22	22	**	12	**	**	**	-	-	-
	5%	28%	5%	**	21%	**	**	**	-%	-%	-%
		b									
FIXED BROADBAND	64	28	28	**	15	**	**	**	-	-	-
	9%	36%	6%	**	25%	**	**	**	-%	-%	-%
		b									
PAY TV	50	26	26	**	26	**	**	**	-	-	-
	7%	34%	6%	**	45%	**	**	**	-%	-%	-%
		b									
ANY OF THESE	126	51	51	**	36	**	**	**	-	-	-
	17%	66%	12%	**	62%	**	**	**	-%	-%	-%
		b									
NONE OF THESE	607	27	392	**	22	**	**	**	366	288	77
	83%	34%	88%	**	38%	**	**	**	100%	100%	100%
			a								

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	546	109	31	149	92	57	38	26	63	-	-	-	-	-	-	-
Effective Weighted Sample	323	96	29	130	88	55	37	24	63	-	-	-	-	-	-	-
Total	733	144	39	182	141	42	30	32	257	-	-	-	-	-	-	-
LANDLINE	40	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	5%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND	64	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	9%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV	50	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	7%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE	126	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	17%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	607	144	**	182	**	**	**	**	**	**	**	**	**	**	**	**
	83%	100%	**	100%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	546	-	-	-	-	-	-	220	319	448	76	21
Effective Weighted Sample	323	-	-	-	-	-	-	149	180	270	44	18
Total	733	-	-	-	-	-	-	391	332	631	89	11
LANDLINE	40	**	**	**	**	**	**	14	25	25	**	**
	5%	**	**	**	**	**	**	4%	7%	4%	**	**
FIXED BROADBAND	64	**	**	**	**	**	**	22	37	49	**	**
	9%	**	**	**	**	**	**	6%	11%	8%	**	**
									a			
PAY TV	50	**	**	**	**	**	**	22	28	34	**	**
	7%	**	**	**	**	**	**	6%	8%	5%	**	**
ANY OF THESE	126	**	**	**	**	**	**	47	72	94	**	**
	17%	**	**	**	**	**	**	12%	22%	15%	**	**
									a			
NONE OF THESE	607	**	**	**	**	**	**	343	260	537	**	**
	83%	**	**	**	**	**	**	88%	78%	85%	**	**
								b				

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	546	246	131	77	91	377	168	463	38	35	10	510	36	290	208
Effective Weighted Sample	323	154	78	42	50	231	92	278	22	18	7	301	23	181	114
Total	733	365	158	100	106	523	206	618	58	47	10	691	42	424	250
LANDLINE	40	13	8	**	**	21	19	29	**	**	**	32	**	23	13
	5%	3%	5%	**	**	4%	9%	5%	**	**	**	5%	**	5%	5%
							ae								
FIXED BROADBAND	64	10	26	**	**	36	28	47	**	**	**	62	**	38	21
	9%	3%	16%	**	**	7%	14%	8%	**	**	**	9%	**	9%	9%
			ae			a	ae								
PAY TV	50	16	13	**	**	29	17	40	**	**	**	45	**	27	22
	7%	4%	8%	**	**	6%	8%	7%	**	**	**	7%	**	6%	9%
ANY OF THESE	126	35	36	**	**	71	51	100	**	**	**	111	**	73	44
	17%	9%	23%	**	**	13%	25%	16%	**	**	**	16%	**	17%	17%
			ae				ae								
NONE OF THESE	607	331	122	**	**	453	155	518	**	**	**	579	**	351	206
	83%	91%	77%	**	**	87%	75%	84%	**	**	**	84%	**	83%	83%
		bf				bf									

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	546	168	457	51	117	39	76	53	289	187	102
Effective Weighted Sample	323	147	348	49	101	37	73	49	255	179	98
Total	733	78	444	20	58	15	29	35	366	288	77
To ensure I always had this service available during the switch	117	28	28	**	23	**	**	**	-	-	-
	16%	36%	6%	**	40%	**	**	**	-%	-%	-%
		b									
The previous service wasn't cancelled correctly/ on the date requested	110	15	15	**	11	**	**	**	-	-	-
	15%	19%	3%	**	18%	**	**	**	-%	-%	-%
		b									
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	106	17	17	**	16	**	**	**	-	-	-
	15%	22%	4%	**	27%	**	**	**	-%	-%	-%
		b									
Due to the available engineer appointment dates	88	14	14	**	12	**	**	**	-	-	-
	12%	18%	3%	**	20%	**	**	**	-%	-%	-%
		b									
The new provider gave me a starting date that was before the end of my previous contract	87	16	16	**	13	**	**	**	-	-	-
	12%	20%	4%	**	22%	**	**	**	-%	-%	-%
		b									
To switch on a particular date that I wanted	66	11	11	**	8	**	**	**	-	-	-
	9%	15%	3%	**	13%	**	**	**	-%	-%	-%
		b									

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	546	168	457	51	117	39	76	53	289	187	102
Effective Weighted Sample	323	147	348	49	101	37	73	49	255	179	98
Total	733	78	444	20	58	15	29	35	366	288	77
To sign up with my new provider before a deal ran out	59	12	12	**	8	**	**	**	-	-	-
	8%	15%	3%	**	13%	**	**	**	-%	-%	-%
To switch to a better service immediately	53	7	7	**	6	**	**	**	-	-	-
	7%	9%	2%	**	10%	**	**	**	-%	-%	-%
To get a channel in time to view a specific event	41	5	5	**	5	**	**	**	-	-	-
	6%	7%	1%	**	9%	**	**	**	-%	-%	-%
To get the channels I wanted as soon as possible	35	6	6	**	6	**	**	**	-	-	-
	5%	8%	1%	**	10%	**	**	**	-%	-%	-%
To ensure I kept my number	31	1	1	**	-	**	**	**	-	-	-
	4%	1%	*%	**	-%	**	**	**	-%	-%	-%
To get faster broadband speeds as soon as possible	21	1	1	**	1	**	**	**	-	-	-
	3%	1%	*%	**	2%	**	**	**	-%	-%	-%
To get inclusive calls as soon as possible	2	2	2	**	*	**	**	**	-	-	-
	*%	2%	*%	**	1%	**	**	**	-%	-%	-%
Other reasons	1	1	1	**	-	**	**	**	-	-	-
	*%	1%	*%	**	-%	**	**	**	-%	-%	-%
Don't know	8	2	2	**	1	**	**	**	-	-	-
	1%	3%	1%	**	2%	**	**	**	-%	-%	-%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	546	109	31	149	92	57	38	26	63	-	-	-	-	-	-	-
Effective Weighted Sample	323	96	29	130	88	55	37	24	63	-	-	-	-	-	-	-
Total	733	144	39	182	141	42	30	32	257	-	-	-	-	-	-	-
To ensure I always had this service available during the switch	117	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	16%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	110	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	15%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	106	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	15%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	88	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	12%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	87	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	12%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	66	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	9%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	59	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	8%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	53	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	7%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	546	109	31	149	92	57	38	26	63	-	-	-	-	-	-	-
Effective Weighted Sample	323	96	29	130	88	55	37	24	63	-	-	-	-	-	-	-
Total	733	144	39	182	141	42	30	32	257	-	-	-	-	-	-	-
To get a channel in time to view a specific event	41	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	6%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	35	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	5%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I kept my number	31	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	4%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	21	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	3%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	2	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	*%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	1	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	*%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	-	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	1%	-%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	546	-	-	-	-	-	-	220	319	448	76	21
Effective Weighted Sample	323	-	-	-	-	-	-	149	180	270	44	18
Total	733	-	-	-	-	-	-	391	332	631	89	11
To ensure I always had this service available during the switch	117	**	**	**	**	**	**	83	34	103	**	**
	16%	**	**	**	**	**	**	21% b	10%	16%	**	**
The previous service wasn't cancelled correctly/ on the date requested	110	**	**	**	**	**	**	71	35	96	**	**
	15%	**	**	**	**	**	**	18% b	11%	15%	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	106	**	**	**	**	**	**	48	51	100	**	**
	15%	**	**	**	**	**	**	12%	15%	16%	**	**
Due to the available engineer appointment dates	88	**	**	**	**	**	**	54	29	78	**	**
	12%	**	**	**	**	**	**	14%	9%	12%	**	**
The new provider gave me a starting date that was before the end of my previous contract	87	**	**	**	**	**	**	48	38	80	**	**
	12%	**	**	**	**	**	**	12%	12%	13%	**	**
To switch on a particular date that I wanted	66	**	**	**	**	**	**	35	31	63	**	**
	9%	**	**	**	**	**	**	9%	9%	10%	**	**
To sign up with my new provider before a deal ran out	59	**	**	**	**	**	**	42	14	52	**	**
	8%	**	**	**	**	**	**	11% b	4%	8%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	546	-	-	-	-	-	-	220	319	448	76	21
Effective Weighted Sample	323	-	-	-	-	-	-	149	180	270	44	18
Total	733	-	-	-	-	-	-	391	332	631	89	11
To switch to a better service immediately	53	**	**	**	**	**	**	40	13	49	**	**
	7%	**	**	**	**	**	**	10% b	4%	8%	**	**
To get a channel in time to view a specific event	41	**	**	**	**	**	**	21	20	40	**	**
	6%	**	**	**	**	**	**	5%	6%	6%	**	**
To get the channels I wanted as soon as possible	35	**	**	**	**	**	**	20	15	34	**	**
	5%	**	**	**	**	**	**	5%	4%	5%	**	**
To ensure I kept my number	31	**	**	**	**	**	**	22	9	30	**	**
	4%	**	**	**	**	**	**	6%	3%	5%	**	**
To get faster broadband speeds as soon as possible	21	**	**	**	**	**	**	14	4	20	**	**
	3%	**	**	**	**	**	**	3%	1%	3%	**	**
To get inclusive calls as soon as possible	2	**	**	**	**	**	**	1	1	2	**	**
	*%	**	**	**	**	**	**	*%	*%	*%	**	**
Other reasons	1	**	**	**	**	**	**	-	1	-	**	**
	*%	**	**	**	**	**	**	-%	*%	-%	**	**
Don't know	8	**	**	**	**	**	**	5	3	2	**	**
	1%	**	**	**	**	**	**	1%	1%	*%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	546	246	131	77	91	377	168	463	38	35	10	510	36	290	208
Effective Weighted Sample	323	154	78	42	50	231	92	278	22	18	7	301	23	181	114
Total	733	365	158	100	106	523	206	618	58	47	10	691	42	424	250
To ensure I always had this service available during the switch	117	62	25	**	**	87	31	95	**	**	**	109	**	58	52
	16%	17%	16%	**	**	17%	15%	15%	**	**	**	16%	**	14%	21% a
The previous service wasn't cancelled correctly/ on the date requested	110	61	30	**	**	90	19	87	**	**	**	107	**	76	22
	15%	17% f	19% f	**	**	17% f	9%	14%	**	**	**	16%	**	18% b	9%
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	106	46	28	**	**	74	33	83	**	**	**	106	**	58	39
	15%	13%	18%	**	**	14%	16%	13%	**	**	**	15%	**	14%	16%
Due to the available engineer appointment dates	88	55	15	**	**	70	18	71	**	**	**	87	**	44	34
	12%	15%	9%	**	**	13%	9%	11%	**	**	**	13%	**	10%	14%
The new provider gave me a starting date that was before the end of my previous contract	87	41	14	**	**	54	29	67	**	**	**	81	**	50	28
	12%	11%	9%	**	**	10%	14%	11%	**	**	**	12%	**	12%	11%
To switch on a particular date that I wanted	66	36	9	**	**	45	21	44	**	**	**	64	**	29	35
	9%	10%	6%	**	**	9%	10%	7%	**	**	**	9%	**	7%	14% a
To sign up with my new provider before a deal ran out	59	23	13	**	**	36	23	40	**	**	**	57	**	25	25
	8%	6%	8%	**	**	7%	11%	6%	**	**	**	8%	**	6%	10%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	546	246	131	77	91	377	168	463	38	35	10	510	36	290	208
Effective Weighted Sample	323	154	78	42	50	231	92	278	22	18	7	301	23	181	114
Total	733	365	158	100	106	523	206	618	58	47	10	691	42	424	250
To switch to a better service immediately	53 7%	32 9% b	3 2%	** **	** **	35 7% b	18 9% b	42 7%	** **	** **	** **	53 8%	** **	31 7%	15 6%
To get a channel in time to view a specific event	41 6%	27 7% f	10 6%	** **	** **	37 7% f	5 2%	36 6%	** **	** **	** **	41 6%	** **	26 6%	13 5%
To get the channels I wanted as soon as possible	35 5%	20 5% b	1 1%	** **	** **	21 4%	14 7% b	21 3%	** **	** **	** **	35 5%	** **	27 6% b	6 2%
To ensure I kept my number	31 4%	10 3%	4 3%	** **	** **	15 3%	16 8% ae	31 5%	** **	** **	** **	30 4%	** **	21 5%	10 4%
To get faster broadband speeds as soon as possible	21 3%	12 3%	4 2%	** **	** **	16 3%	5 3%	16 3%	** **	** **	** **	21 3%	** **	13 3%	7 3%
To get inclusive calls as soon as possible	2 *0%	1 *0%	* *0%	** **	** **	1 *0%	* *0%	1 *0%	** **	** **	** **	2 *0%	** **	1 *0%	1 *0%
Other reasons	1 *0%	* *0%	- -0%	** **	** **	* *0%	* *0%	1 *0%	** **	** **	** **	1 *0%	** **	1 *0%	- -0%
Don't know	8 1%	* *0%	* *0%	** **	** **	1 *0%	7 3% ae	6 1%	** **	** **	** **	8 1%	** **	2 *0%	6 2% a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	289	-	289	-	-	-	-	-	289	187	102
Effective Weighted Sample	255	-	255	-	-	-	-	-	255	179	98
Total	366	-	366	-	-	-	-	-	366	288	77
1 day	(1.0)	24	24	**	**	**	**	**	24	18	6
	7%	**	7%	**	**	**	**	**	7%	6%	8%
2-3 days	(2.5)	67	67	**	**	**	**	**	67	56	11
	18%	**	18%	**	**	**	**	**	18%	20%	14%
4-6 days	(5.0)	60	60	**	**	**	**	**	60	44	15
	16%	**	16%	**	**	**	**	**	16%	15%	20%
A week	(7.0)	58	58	**	**	**	**	**	58	41	17
	16%	**	16%	**	**	**	**	**	16%	14%	21%
2-3 weeks	(17.0)	60	60	**	**	**	**	**	60	51	9
	16%	**	16%	**	**	**	**	**	16%	18%	12%
3-4 weeks	(24.0)	41	41	**	**	**	**	**	41	37	4
	11%	**	11%	**	**	**	**	**	11%	13%	5%
										c	
A month	(30.0)	35	35	**	**	**	**	**	35	29	6
	10%	**	10%	**	**	**	**	**	10%	10%	8%
More than a month	(35.0)	18	18	**	**	**	**	**	18	11	6
	5%	**	5%	**	**	**	**	**	5%	4%	8%
Don't know		3	3	**	**	**	**	**	3	-	3
	1%	**	1%	**	**	**	**	**	1%	-%	4%
											ab
ONE WEEK OR LESS	208	**	208	**	**	**	**	**	208	160	49
	57%	**	57%	**	**	**	**	**	57%	55%	63%
UP TO 4 WEEKS	310	**	310	**	**	**	**	**	310	248	62
	85%	**	85%	**	**	**	**	**	85%	86%	80%
MORE THAN 4 WEEKS	53	**	53	**	**	**	**	**	53	41	12
	14%	**	14%	**	**	**	**	**	14%	14%	16%
Answered	363	**	363	**	**	**	**	**	363	288	74
Mean number of days	12.6	**	12.6	**	**	**	**	**	12.6	12.8	11.8
Standard deviation	10.70	**	10.70	**	**	**	**	**	10.70	10.61	11.05
Standard error	.63	**	.63	**	**	**	**	**	.63	.78	1.12

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH							
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
			a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Significance Level: 95%																	
Unweighted total		289	109	31	149	92	57	38	-	-	-	-	-	-	-	-	-
Effective Weighted Sample		255	96	29	130	88	55	37	-	-	-	-	-	-	-	-	-
Total		366	144	39	182	141	42	30	-	-	-	-	-	-	-	-	-
1 day	(1.0)	24	14	**	4	**	**	**	**	**	**	**	**	**	**	**	**
		7%	10%	**	2%	**	**	**	**	**	**	**	**	**	**	**	**
			c														
2-3 days	(2.5)	67	29	**	35	**	**	**	**	**	**	**	**	**	**	**	**
		18%	20%	**	19%	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	60	14	**	38	**	**	**	**	**	**	**	**	**	**	**	**
		16%	10%	**	21%	**	**	**	**	**	**	**	**	**	**	**	**
			a														
A week	(7.0)	58	14	**	36	**	**	**	**	**	**	**	**	**	**	**	**
		16%	10%	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
		a															
2-3 weeks	(17.0)	60	31	**	28	**	**	**	**	**	**	**	**	**	**	**	**
		16%	22%	**	15%	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	41	20	**	15	**	**	**	**	**	**	**	**	**	**	**	**
		11%	14%	**	8%	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	35	12	**	18	**	**	**	**	**	**	**	**	**	**	**	**
		10%	9%	**	10%	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	18	8	**	7	**	**	**	**	**	**	**	**	**	**	**	**
		5%	5%	**	4%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		3	1	**	1	**	**	**	**	**	**	**	**	**	**	**	**
		1%	1%	**	1%	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		208	72	**	113	**	**	**	**	**	**	**	**	**	**	**	**
		57%	50%	**	62%	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		310	123	**	156	**	**	**	**	**	**	**	**	**	**	**	**
		85%	86%	**	86%	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		53	20	**	25	**	**	**	**	**	**	**	**	**	**	**	**
		14%	14%	**	14%	**	**	**	**	**	**	**	**	**	**	**	**
Answered		363	143	**	181	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		12.6	13.3	**	11.9	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		10.70	10.88	**	10.20	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	289	109	31	149	92	57	38	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	255	96	29	130	88	55	37	-	-	-	-	-	-	-	-	-
Total	366	144	39	182	141	42	30	-	-	-	-	-	-	-	-	-
Standard error	.63	1.05	**	.84	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	289	-	-	-	-	-	-	130	158	254	30	5
Effective Weighted Sample	255	-	-	-	-	-	-	118	145	224	27	5
Total	366	-	-	-	-	-	-	199	166	320	42	4
1 day	(1.0)	24	**	**	**	**	**	17	7	18	**	**
	7%	**	**	**	**	**	**	8%	4%	6%	**	**
2-3 days	(2.5)	67	**	**	**	**	**	27	40	59	**	**
	18%	**	**	**	**	**	**	14%	24%	19%	**	**
									a			
4-6 days	(5.0)	60	**	**	**	**	**	32	28	54	**	**
	16%	**	**	**	**	**	**	16%	17%	17%	**	**
A week	(7.0)	58	**	**	**	**	**	32	25	47	**	**
	16%	**	**	**	**	**	**	16%	15%	15%	**	**
2-3 weeks	(17.0)	60	**	**	**	**	**	41	20	51	**	**
	16%	**	**	**	**	**	**	20%	12%	16%	**	**
								b				
3-4 weeks	(24.0)	41	**	**	**	**	**	18	23	39	**	**
	11%	**	**	**	**	**	**	9%	14%	12%	**	**
A month	(30.0)	35	**	**	**	**	**	20	15	32	**	**
	10%	**	**	**	**	**	**	10%	9%	10%	**	**
More than a month	(35.0)	18	**	**	**	**	**	10	7	16	**	**
	5%	**	**	**	**	**	**	5%	4%	5%	**	**
Don't know		3	**	**	**	**	**	2	1	3	**	**
	1%	**	**	**	**	**	**	1%	1%	1%	**	**
ONE WEEK OR LESS	208	**	**	**	**	**	**	108	99	179	**	**
	57%	**	**	**	**	**	**	54%	60%	56%	**	**
UP TO 4 WEEKS	310	**	**	**	**	**	**	167	142	270	**	**
	85%	**	**	**	**	**	**	84%	86%	84%	**	**
MORE THAN 4 WEEKS	53	**	**	**	**	**	**	30	23	47	**	**
	14%	**	**	**	**	**	**	15%	14%	15%	**	**
Answered	363	**	**	**	**	**	**	197	165	317	**	**
Mean number of days	12.6	**	**	**	**	**	**	12.9	12.3	12.8	**	**
Standard deviation	10.70	**	**	**	**	**	**	10.65	10.79	10.76	**	**
Standard error	.63	**	**	**	**	**	**	.94	.86	.68	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS		
		Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			a	~b	~c	~d	e	~f	a	~b	~c	~d	a	~b	a	~b
Unweighted total		289	148	61	39	41	209	80	253	20	10	6	269	20	179	86
Effective Weighted Sample		255	130	55	35	37	185	71	224	18	9	5	237	18	158	76
Total		366	190	83	45	47	273	93	319	24	14	8	340	25	230	108
1 day	(1.0)	24	11	**	**	**	19	**	19	**	**	**	24	**	15	**
		7%	6%	**	**	**	7%	**	6%	**	**	**	7%	**	7%	**
2-3 days	(2.5)	67	38	**	**	**	54	**	56	**	**	**	62	**	46	**
		18%	20%	**	**	**	20%	**	18%	**	**	**	18%	**	20%	**
4-6 days	(5.0)	60	34	**	**	**	37	**	59	**	**	**	56	**	33	**
		16%	18%	**	**	**	14%	**	18%	**	**	**	17%	**	14%	**
A week	(7.0)	58	31	**	**	**	45	**	46	**	**	**	51	**	36	**
		16%	16%	**	**	**	17%	**	15%	**	**	**	15%	**	16%	**
2-3 weeks	(17.0)	60	23	**	**	**	42	**	53	**	**	**	58	**	37	**
		16%	12%	**	**	**	15%	**	17%	**	**	**	17%	**	16%	**
3-4 weeks	(24.0)	41	30	**	**	**	36	**	39	**	**	**	40	**	27	**
		11%	16%	**	**	**	13%	**	12%	**	**	**	12%	**	12%	**
A month	(30.0)	35	13	**	**	**	24	**	30	**	**	**	29	**	22	**
		10%	7%	**	**	**	9%	**	9%	**	**	**	8%	**	9%	**
More than a month	(35.0)	18	9	**	**	**	13	**	14	**	**	**	17	**	13	**
		5%	5%	**	**	**	5%	**	4%	**	**	**	5%	**	6%	**
Don't know		3	1	**	**	**	2	**	2	**	**	**	2	**	1	**
		1%	1%	**	**	**	1%	**	1%	**	**	**	1%	**	0%	**
ONE WEEK OR LESS		208	114	**	**	**	156	**	181	**	**	**	194	**	130	**
		57%	60%	**	**	**	57%	**	57%	**	**	**	57%	**	57%	**
UP TO 4 WEEKS		310	167	**	**	**	234	**	273	**	**	**	292	**	194	**
		85%	88%	**	**	**	86%	**	86%	**	**	**	86%	**	85%	**
MORE THAN 4 WEEKS		53	22	**	**	**	37	**	44	**	**	**	46	**	35	**
		14%	12%	**	**	**	13%	**	14%	**	**	**	13%	**	15%	**
Answered		363	189	**	**	**	271	**	317	**	**	**	338	**	229	**
Mean number of days		12.6	12.2	**	**	**	12.6	**	12.6	**	**	**	12.5	**	12.8	**
Standard deviation		10.70	10.58	**	**	**	10.70	**	10.56	**	**	**	10.61	**	10.91	**
Standard error		.63	.88	**	**	**	.75	**	.67	**	**	**	.65	**	.82	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	a	b	c
Unweighted total	289	-	289	-	-	-	-	-	289	187	102
Effective Weighted Sample	255	-	255	-	-	-	-	-	255	179	98
Total	366	-	366	-	-	-	-	-	366	288	77
Yes	188	**	188	**	**	**	**	**	188	148	41
	51%	**	51%	**	**	**	**	**	51%	51%	53%
No	154	**	154	**	**	**	**	**	154	125	30
	42%	**	42%	**	**	**	**	**	42%	43%	38%
Can't remember	23	**	23	**	**	**	**	**	23	16	7
	6%	**	6%	**	**	**	**	**	6%	5%	9%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	289	109	31	149	92	57	38	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	255	96	29	130	88	55	37	-	-	-	-	-	-	-	-	-
Total	366	144	39	182	141	42	30	-	-	-	-	-	-	-	-	-
Yes	188	99	**	82	**	**	**	**	**	**	**	**	**	**	**	**
	51%	69%	**	45%	**	**	**	**	**	**	**	**	**	**	**	**
		c														
No	154	37	**	87	**	**	**	**	**	**	**	**	**	**	**	**
	42%	26%	**	48%	**	**	**	**	**	**	**	**	**	**	**	**
		a														
Can't remember	23	8	**	13	**	**	**	**	**	**	**	**	**	**	**	**
	6%	6%	**	7%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	289	-	-	-	-	-	-	130	158	254	30	5
Effective Weighted Sample	255	-	-	-	-	-	-	118	145	224	27	5
Total	366	-	-	-	-	-	-	199	166	320	42	4
Yes	188	**	**	**	**	**	**	120	69	175	**	**
	51%	**	**	**	**	**	**	60% b	41%	55%	**	**
No	154	**	**	**	**	**	**	73	82	126	**	**
	42%	**	**	**	**	**	**	37%	49% a	40%	**	**
Can't remember	23	**	**	**	**	**	**	7	16	18	**	**
	6%	**	**	**	**	**	**	3%	9% a	6%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	~f	a	~b	~c	~d	a	~b	a	~b
Unweighted total	289	148	61	39	41	209	80	253	20	10	6	269	20	179	86
Effective Weighted Sample	255	130	55	35	37	185	71	224	18	9	5	237	18	158	76
Total	366	190	83	45	47	273	93	319	24	14	8	340	25	230	108
Yes	188	111	**	**	**	141	**	168	**	**	**	182	**	135	**
	51%	58%	**	**	**	52%	**	53%	**	**	**	53%	**	59%	**
No	154	72	**	**	**	115	**	132	**	**	**	136	**	81	**
	42%	38%	**	**	**	42%	**	41%	**	**	**	40%	**	35%	**
Can't remember	23	7	**	**	**	17	**	19	**	**	**	22	**	13	**
	6%	4%	**	**	**	6%	**	6%	**	**	**	7%	**	6%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	800	-	800	-	-	-	-	-	800	500	300
Effective Weighted Sample	699	-	699	-	-	-	-	-	699	480	288
Total	976	-	976	-	-	-	-	-	976	758	218
Yes	188	**	188	**	**	**	**	**	188	148	41
	19%	**	19%	**	**	**	**	**	19%	19%	19%
No	154	**	154	**	**	**	**	**	154	125	30
	16%	**	16%	**	**	**	**	**	16%	16%	14%
Can't remember	23	**	23	**	**	**	**	**	23	16	7
	2%	**	2%	**	**	**	**	**	2%	2%	3%
NO OVERLAP FOR MOBILE PHONE SERVICE	611	**	611	**	**	**	**	**	611	470	141
	63%	**	63%	**	**	**	**	**	63%	62%	65%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	800	235	147	418	265	153	105	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	699	203	132	364	254	147	101	-	-	-	-	-	-	-	-	-
Total	976	285	185	506	399	108	80	-	-	-	-	-	-	-	-	-
Yes	188	99	8	82	65	17	19	**	**	**	**	**	**	**	**	**
	19%	35%	4%	16%	16%	16%	24%	**	**	**	**	**	**	**	**	**
		bcdef		b	b	b	b									
No	154	37	30	87	68	19	9	**	**	**	**	**	**	**	**	**
	16%	13%	16%	17%	17%	18%	11%	**	**	**	**	**	**	**	**	**
Can't remember	23	8	1	13	8	5	2	**	**	**	**	**	**	**	**	**
	2%	3%	1%	3%	2%	5%	3%	**	**	**	**	**	**	**	**	**
						b										
NO OVERLAP FOR MOBILE PHONE SERVICE	611	141	146	324	258	66	50	**	**	**	**	**	**	**	**	**
	63%	49%	79%	64%	65%	61%	63%	**	**	**	**	**	**	**	**	**
			acdef	a	a	a	a									

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	800	-	-	-	-	-	-	309	483	640	121	37
Effective Weighted Sample	699	-	-	-	-	-	-	282	440	557	109	33
Total	976	-	-	-	-	-	-	476	493	763	163	48
Yes	188	**	**	**	**	**	**	120	69	175	12	**
	19%	**	**	**	**	**	**	25% b	14%	23% b	7%	**
No	154	**	**	**	**	**	**	73	82	126	27	**
	16%	**	**	**	**	**	**	15%	17%	17%	16%	**
Can't remember	23	**	**	**	**	**	**	7	16	18	3	**
	2%	**	**	**	**	**	**	1%	3%	2%	2%	**
NO OVERLAP FOR MOBILE PHONE SERVICE	611	**	**	**	**	**	**	277	327	443	121	**
	63%	**	**	**	**	**	**	58%	66% a	58%	74% a	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	800	350	179	112	155	529	267	688	64	36	12	715	85	376	323
Effective Weighted Sample	699	307	158	97	134	465	231	602	56	30	11	623	77	325	286
Total	976	442	225	128	178	666	306	844	78	40	15	869	107	451	399
Yes	188	111	30	24	24	141	48	168	**	**	**	182	**	135	42
	19%	25%	13%	19%	13%	21%	16%	20%	**	**	**	21%	**	30%	11%
		bdf				bd								b	
No	154	72	43	20	19	115	39	132	**	**	**	136	**	81	62
	16%	16%	19%	16%	11%	17%	13%	16%	**	**	**	16%	**	18%	15%
			d												
Can't remember	23	7	10	1	4	17	6	19	**	**	**	22	**	13	4
	2%	2%	4%	1%	2%	3%	2%	2%	**	**	**	3%	**	3%	1%
NO OVERLAP FOR MOBILE PHONE SERVICE	611	251	142	82	131	393	213	525	**	**	**	529	**	222	291
	63%	57%	63%	65%	73%	59%	70%	62%	**	**	**	61%	**	49%	73%
					abe		ae								a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	~b	c
Significance Level: 95%											
Unweighted total	102	-	102	-	-	-	-	-	102	-	102
Effective Weighted Sample	98	-	98	-	-	-	-	-	98	-	98
Total	77	-	77	-	-	-	-	-	77	-	77
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	25 32%	** **	25 32%	** **	** **	** **	** **	** **	25 32%	** **	25 32%
To get the handset I wanted as soon as possible	15 20%	** **	15 20%	** **	** **	** **	** **	** **	15 20%	** **	15 20%
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	19 24%	** **	19 24%	** **	** **	** **	** **	** **	19 24%	** **	19 24%
To sign up with my new provider before a deal ran out	17 23%	** **	17 23%	** **	** **	** **	** **	** **	17 23%	** **	17 23%
To switch to a better service immediately	16 21%	** **	16 21%	** **	** **	** **	** **	** **	16 21%	** **	16 21%
The new provider gave me a starting date that was before the end of my previous contract	18 23%	** **	18 23%	** **	** **	** **	** **	** **	18 23%	** **	18 23%
To switch on a particular date that I wanted	17 23%	** **	17 23%	** **	** **	** **	** **	** **	17 23%	** **	17 23%
Other reasons	3 4%	** **	3 4%	** **	** **	** **	** **	** **	3 4%	** **	3 4%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	a	~b	c
Unweighted total	102	-	102	-	-	-	-	-	102	-	102
Effective Weighted Sample	98	-	98	-	-	-	-	-	98	-	98
Total	77	-	77	-	-	-	-	-	77	-	77
Don't know	2	**	2	**	**	**	**	**	2	**	2
	2%	**	2%	**	**	**	**	**	2%	**	2%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	102	38	7	57	-	57	38	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	98	37	7	55	-	55	37	-	-	-	-	-	-	-	-	-
Total	77	30	6	42	-	42	30	-	-	-	-	-	-	-	-	-
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	102	38	7	57	-	57	38	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	98	37	7	55	-	55	37	-	-	-	-	-	-	-	-	-
Total	77	30	6	42	-	42	30	-	-	-	-	-	-	-	-	-
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN ~b	16-44 ~a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	102	-	-	-	-	-	-	49	52	91	7	4
Effective Weighted Sample	98	-	-	-	-	-	-	49	52	87	7	4
Total	77	-	-	-	-	-	-	45	32	69	6	3
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	25 32%	**	**	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	15 20%	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	19 24%	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	17 23%	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	16 21%	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	18 23%	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	17 23%	**	**	**	**	**	**	**	**	**	**	**
Other reasons	3 4%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	102	-	-	-	-	-	-	49	52	91	7	4
Effective Weighted Sample	98	-	-	-	-	-	-	49	52	87	7	4
Total	77	-	-	-	-	-	-	45	32	69	6	3
Don't know	2	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	102	49	18	19	16	67	35	89	8	4	1	96	6	63	30
Effective Weighted Sample	98	47	17	18	15	64	34	86	8	4	1	92	6	61	29
Total	77	36	14	15	12	50	27	67	6	3	1	73	5	48	23
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	25 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	15 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	19 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	17 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	16 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	18 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	17 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	3 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	102	49	18	19	16	67	35	89	8	4	1	96	6	63	30
Effective Weighted Sample	98	47	17	18	15	64	34	86	8	4	1	92	6	61	29
Total	77	36	14	15	12	50	27	67	6	3	1	73	5	48	23
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	a	~b	c	~a	~b	~c
Unweighted total	297	297	297	37	260	147	-	150	-	-	-
Effective Weighted Sample	257	257	257	35	225	138	-	140	-	-	-
Total	153	153	153	15	138	54	-	99	-	-	-
Sky Sports Premier League	34	34	34	**	31	11	**	23	**	**	**
	22%	22%	22%	**	23%	20%	**	23%	**	**	**
Sky Sports Football	44	44	44	**	40	13	**	31	**	**	**
	29%	29%	29%	**	29%	25%	**	31%	**	**	**
Sky Sports Cricket	28	28	28	**	27	7	**	22	**	**	**
	18%	18%	18%	**	20%	12%	**	22%	**	**	**
						a					
Sky Sports Golf	26	26	26	**	26	6	**	20	**	**	**
	17%	17%	17%	**	19%	11%	**	21%	**	**	**
						a					
Sky Sports F1	34	34	34	**	32	8	**	26	**	**	**
	22%	22%	22%	**	23%	15%	**	26%	**	**	**
						a					
Sky Sports Racing	22	22	22	**	20	6	**	15	**	**	**
	14%	14%	14%	**	15%	12%	**	15%	**	**	**
Sky Sports Arena	21	21	21	**	21	6	**	16	**	**	**
	14%	14%	14%	**	15%	10%	**	16%	**	**	**
Sky Sports Main Event	26	26	26	**	25	6	**	19	**	**	**
	17%	17%	17%	**	18%	12%	**	19%	**	**	**
Sky Sports NFL	16	16	16	**	16	5	**	11	**	**	**
	10%	10%	10%	**	11%	9%	**	11%	**	**	**
Sky Sports News	34	34	34	**	32	12	**	22	**	**	**
	22%	22%	22%	**	23%	22%	**	22%	**	**	**
Sky Sports Mix	22	22	22	**	21	10	**	12	**	**	**
	15%	15%	15%	**	15%	19%	**	12%	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	31	31	31	**	26	9	**	22	**	**	**
	20%	20%	20%	**	19%	16%	**	22%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	a	~b	c	~a	~b	~c
Unweighted total	297	297	297	37	260	147	-	150	-	-	-
Effective Weighted Sample	257	257	257	35	225	138	-	140	-	-	-
Total	153	153	153	15	138	54	-	99	-	-	-
BT Sport channels	24	24	24	**	23	9	**	15	**	**	**
	15%	15%	15%	**	17%	17%	**	15%	**	**	**
ANY SKY SPORTS CHANNELS	101	101	101	**	92	29	**	72	**	**	**
	66%	66%	66%	**	67%	53%	**	73%	**	**	**
						a					
BT SPORT CHANNELS	24	24	24	**	23	9	**	15	**	**	**
	15%	15%	15%	**	17%	17%	**	15%	**	**	**
ANY SKY SPORTS OR BT SPORT CHANNELS	107	107	107	**	98	31	**	76	**	**	**
	70%	70%	70%	**	71%	57%	**	77%	**	**	**
						a					
ONLY SKY SPORTS CHANNELS	83	83	83	**	74	22	**	61	**	**	**
	54%	54%	54%	**	54%	40%	**	62%	**	**	**
						a					
ONLY BT SPORT CHANNELS	6	6	6	**	6	2	**	4	**	**	**
	4%	4%	4%	**	4%	4%	**	4%	**	**	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	18	18	18	**	17	7	**	11	**	**	**
	12%	12%	12%	**	13%	13%	**	11%	**	**	**
None of these channels	39	39	39	**	34	22	**	17	**	**	**
	26%	26%	26%	**	24%	41%	**	17%	**	**	**
						c					
Don't know	6	6	6	**	6	1	**	5	**	**	**
	4%	4%	4%	**	4%	2%	**	5%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	297	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	257	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	153	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Sports Premier League	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Football	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Cricket	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Golf	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports F1	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Racing	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Arena	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Main Event	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports NFL	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports News	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Mix	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT Sport channels	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	297	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	257	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	153	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ANY SKY SPORTS CHANNELS	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT SPORT CHANNELS	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS OR BT SPORT CHANNELS	107	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	83	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY BT SPORT CHANNELS	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these channels	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	297	-	-	-	-	-	-	99	195	230	48	19
Effective Weighted Sample	257	-	-	-	-	-	-	92	182	198	41	17
Total	153	-	-	-	-	-	-	71	80	118	24	10
Sky Sports Premier League	34	**	**	**	**	**	**	**	16	28	**	**
	22%	**	**	**	**	**	**	**	20%	23%	**	**
Sky Sports Football	44	**	**	**	**	**	**	**	23	38	**	**
	29%	**	**	**	**	**	**	**	28%	32%	**	**
Sky Sports Cricket	28	**	**	**	**	**	**	**	11	21	**	**
	18%	**	**	**	**	**	**	**	13%	18%	**	**
Sky Sports Golf	26	**	**	**	**	**	**	**	10	21	**	**
	17%	**	**	**	**	**	**	**	12%	17%	**	**
Sky Sports F1	34	**	**	**	**	**	**	**	16	27	**	**
	22%	**	**	**	**	**	**	**	20%	23%	**	**
Sky Sports Racing	22	**	**	**	**	**	**	**	10	16	**	**
	14%	**	**	**	**	**	**	**	13%	14%	**	**
Sky Sports Arena	21	**	**	**	**	**	**	**	8	17	**	**
	14%	**	**	**	**	**	**	**	10%	15%	**	**
Sky Sports Main Event	26	**	**	**	**	**	**	**	10	18	**	**
	17%	**	**	**	**	**	**	**	13%	15%	**	**
Sky Sports NFL	16	**	**	**	**	**	**	**	8	14	**	**
	10%	**	**	**	**	**	**	**	9%	12%	**	**
Sky Sports News	34	**	**	**	**	**	**	**	12	22	**	**
	22%	**	**	**	**	**	**	**	16%	18%	**	**
Sky Sports Mix	22	**	**	**	**	**	**	**	8	14	**	**
	15%	**	**	**	**	**	**	**	10%	12%	**	**
We pay for Sky Sports channels, but not sure which ones are included	31	**	**	**	**	**	**	**	16	22	**	**
	20%	**	**	**	**	**	**	**	20%	19%	**	**
BT Sport channels	24	**	**	**	**	**	**	**	14	19	**	**
	15%	**	**	**	**	**	**	**	17%	16%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	b	a	~b	~c
Unweighted total	297	-	-	-	-	-	-	99	195	230	48	19
Effective Weighted Sample	257	-	-	-	-	-	-	92	182	198	41	17
Total	153	-	-	-	-	-	-	71	80	118	24	10
ANY SKY SPORTS CHANNELS	101	**	**	**	**	**	**	**	47	79	**	**
	66%	**	**	**	**	**	**	**	59%	67%	**	**
BT SPORT CHANNELS	24	**	**	**	**	**	**	**	14	19	**	**
	15%	**	**	**	**	**	**	**	17%	16%	**	**
ANY SKY SPORTS OR BT SPORT CHANNELS	107	**	**	**	**	**	**	**	49	84	**	**
	70%	**	**	**	**	**	**	**	61%	71%	**	**
ONLY SKY SPORTS CHANNELS	83	**	**	**	**	**	**	**	36	65	**	**
	54%	**	**	**	**	**	**	**	45%	55%	**	**
ONLY BT SPORT CHANNELS	6	**	**	**	**	**	**	**	2	5	**	**
	4%	**	**	**	**	**	**	**	3%	4%	**	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	18	**	**	**	**	**	**	**	11	13	**	**
	12%	**	**	**	**	**	**	**	14%	11%	**	**
None of these channels	39	**	**	**	**	**	**	**	26	29	**	**
	26%	**	**	**	**	**	**	**	32%	25%	**	**
Don't know	6	**	**	**	**	**	**	**	4	4	**	**
	4%	**	**	**	**	**	**	**	5%	4%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	~a	b
Unweighted total	297	118	76	43	59	194	102	241	25	21	10	279	18	96	171
Effective Weighted Sample	257	101	68	37	51	168	88	209	21	18	9	242	15	83	148
Total	153	65	38	21	28	103	50	124	13	11	4	145	8	52	82
Sky Sports Premier League	34	18	**	**	**	25	9	27	**	**	**	33	**	**	21
	22%	27%	**	**	**	24%	18%	22%	**	**	**	23%	**	**	26%
Sky Sports Football	44	24	**	**	**	34	10	37	**	**	**	43	**	**	24
	29%	37%	**	**	**	33%	20%	29%	**	**	**	30%	**	**	30%
		f				f									
Sky Sports Cricket	28	16	**	**	**	22	6	22	**	**	**	28	**	**	13
	18%	24%	**	**	**	22%	11%	18%	**	**	**	19%	**	**	16%
		f				f									
Sky Sports Golf	26	15	**	**	**	21	5	22	**	**	**	26	**	**	14
	17%	24%	**	**	**	20%	10%	17%	**	**	**	18%	**	**	17%
		f				f									
Sky Sports F1	34	18	**	**	**	27	7	28	**	**	**	33	**	**	17
	22%	28%	**	**	**	26%	13%	23%	**	**	**	23%	**	**	21%
		f				f									
Sky Sports Racing	22	12	**	**	**	17	5	17	**	**	**	21	**	**	12
	14%	19%	**	**	**	17%	9%	13%	**	**	**	14%	**	**	15%
		f													
Sky Sports Arena	21	12	**	**	**	18	3	17	**	**	**	21	**	**	12
	14%	19%	**	**	**	18%	6%	14%	**	**	**	14%	**	**	15%
		f				f									
Sky Sports Main Event	26	15	**	**	**	21	4	21	**	**	**	25	**	**	12
	17%	23%	**	**	**	20%	9%	17%	**	**	**	17%	**	**	15%
		f				f									
Sky Sports NFL	16	7	**	**	**	14	1	13	**	**	**	16	**	**	9
	10%	11%	**	**	**	14%	2%	11%	**	**	**	11%	**	**	11%
		f				f									
Sky Sports News	34	15	**	**	**	25	8	26	**	**	**	34	**	**	19
	22%	24%	**	**	**	24%	17%	21%	**	**	**	23%	**	**	23%
Sky Sports Mix	22	12	**	**	**	19	3	14	**	**	**	22	**	**	14
	15%	19%	**	**	**	19%	5%	11%	**	**	**	15%	**	**	17%
		f				f									

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	~a	b
Unweighted total	297	118	76	43	59	194	102	241	25	21	10	279	18	96	171
Effective Weighted Sample	257	101	68	37	51	168	88	209	21	18	9	242	15	83	148
Total	153	65	38	21	28	103	50	124	13	11	4	145	8	52	82
We pay for Sky Sports channels, but not sure which ones are included	31	15	**	**	**	21	10	27	**	**	**	29	**	**	13
	20%	23%	**	**	**	20%	19%	22%	**	**	**	20%	**	**	16%
BT Sport channels	24	11	**	**	**	15	9	19	**	**	**	21	**	**	17
	15%	16%	**	**	**	15%	18%	15%	**	**	**	15%	**	**	20%
ANY SKY SPORTS CHANNELS	101	52	**	**	**	76	24	80	**	**	**	98	**	**	52
	66%	80%	**	**	**	74%	49%	65%	**	**	**	68%	**	**	63%
		f				f									
BT SPORT CHANNELS	24	11	**	**	**	15	9	19	**	**	**	21	**	**	17
	15%	16%	**	**	**	15%	18%	15%	**	**	**	15%	**	**	20%
ANY SKY SPORTS OR BT SPORT CHANNELS	107	55	**	**	**	80	26	85	**	**	**	103	**	**	57
	70%	85%	**	**	**	78%	53%	68%	**	**	**	71%	**	**	70%
		f				f									
ONLY SKY SPORTS CHANNELS	83	44	**	**	**	65	17	66	**	**	**	82	**	**	41
	54%	68%	**	**	**	63%	35%	53%	**	**	**	56%	**	**	50%
		f				f									
ONLY BT SPORT CHANNELS	6	3	**	**	**	4	2	4	**	**	**	5	**	**	5
	4%	4%	**	**	**	4%	4%	3%	**	**	**	3%	**	**	7%
BOTH SKY SPORTS AND BT SPORT CHANNELS	18	8	**	**	**	11	7	15	**	**	**	16	**	**	11
	12%	12%	**	**	**	11%	14%	12%	**	**	**	11%	**	**	14%
None of these channels	39	10	**	**	**	21	18	33	**	**	**	35	**	**	22
	26%	15%	**	**	**	20%	37%	27%	**	**	**	24%	**	**	26%
						ae									
Don't know	6	1	**	**	**	1	5	5	**	**	**	5	**	**	2
	4%	1%	**	**	**	1%	9%	4%	**	**	**	4%	**	**	2%
						ae									

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	193	193	193	22	171	82	-	111	-	-	-
Effective Weighted Sample	168	168	168	21	149	77	-	104	-	-	-
Total	107	107	107	9	98	31	-	76	-	-	-
Very important	39	39	39	**	32	**	**	24	**	**	**
	36%	36%	36%	**	33%	**	**	31%	**	**	**
Fairly important	45	45	45	**	43	**	**	38	**	**	**
	42%	42%	42%	**	44%	**	**	49%	**	**	**
Not very important	17	17	17	**	17	**	**	11	**	**	**
	16%	16%	16%	**	17%	**	**	15%	**	**	**
Not at all important	4	4	4	**	4	**	**	1	**	**	**
	3%	3%	3%	**	4%	**	**	2%	**	**	**
TOTAL IMPORTANT	84	84	84	**	75	**	**	61	**	**	**
	78%	78%	78%	**	77%	**	**	81%	**	**	**
TOTAL NOT IMPORTANT	21	21	21	**	21	**	**	12	**	**	**
	20%	20%	20%	**	21%	**	**	16%	**	**	**
Don't know	2	2	2	**	2	**	**	2	**	**	**
	2%	2%	2%	**	2%	**	**	3%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	193	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	168	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	107	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very important	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly important	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very important	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not at all important	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	84	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	193	-	-	-	-	-	-	75	116	151	27	15
Effective Weighted Sample	168	-	-	-	-	-	-	70	109	131	23	14
Total	107	-	-	-	-	-	-	56	49	84	14	9
Very important	39	**	**	**	**	**	**	**	21	29	**	**
	36%	**	**	**	**	**	**	**	42%	34%	**	**
Fairly important	45	**	**	**	**	**	**	**	19	36	**	**
	42%	**	**	**	**	**	**	**	39%	43%	**	**
Not very important	17	**	**	**	**	**	**	**	8	16	**	**
	16%	**	**	**	**	**	**	**	16%	19%	**	**
Not at all important	4	**	**	**	**	**	**	**	1	1	**	**
	3%	**	**	**	**	**	**	**	2%	2%	**	**
TOTAL IMPORTANT	84	**	**	**	**	**	**	**	40	64	**	**
	78%	**	**	**	**	**	**	**	82%	77%	**	**
TOTAL NOT IMPORTANT	21	**	**	**	**	**	**	**	9	17	**	**
	20%	**	**	**	**	**	**	**	17%	21%	**	**
Don't know	2	**	**	**	**	**	**	**	1	2	**	**
	2%	**	**	**	**	**	**	**	1%	2%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO b
Significance Level: 95%															
Unweighted total	193	92	48	26	26	140	52	156	18	14	5	185	8	55	113
Effective Weighted Sample	168	81	43	22	22	123	44	135	16	13	4	161	7	49	97
Total	107	55	25	14	12	80	26	85	11	8	3	103	4	33	57
Very important	39	**	**	**	**	27	**	32	**	**	**	38	**	**	22
	36%	**	**	**	**	33%	**	38%	**	**	**	37%	**	**	39%
Fairly important	45	**	**	**	**	35	**	34	**	**	**	42	**	**	25
	42%	**	**	**	**	44%	**	40%	**	**	**	41%	**	**	43%
Not very important	17	**	**	**	**	14	**	15	**	**	**	17	**	**	9
	16%	**	**	**	**	17%	**	17%	**	**	**	16%	**	**	15%
Not at all important	4	**	**	**	**	3	**	2	**	**	**	3	**	**	2
	3%	**	**	**	**	4%	**	2%	**	**	**	3%	**	**	3%
TOTAL IMPORTANT	84	**	**	**	**	61	**	66	**	**	**	81	**	**	47
	78%	**	**	**	**	77%	**	78%	**	**	**	78%	**	**	82%
TOTAL NOT IMPORTANT	21	**	**	**	**	17	**	16	**	**	**	20	**	**	11
	20%	**	**	**	**	21%	**	19%	**	**	**	20%	**	**	18%
Don't know	2	**	**	**	**	2	**	2	**	**	**	2	**	**	-
	2%	**	**	**	**	3%	**	2%	**	**	**	2%	**	**	-%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Compare what different providers were offering	508	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**
Try to negotiate a better deal with your current provider	372	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Contact your current provider	344	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**
Experience your current provider trying to persuade you to stay	233	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Find out what you need to do in order to switch	218	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Contact any potential new providers	178	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
TYPES OF CONTACT WITH CURRENT PROVIDER	596	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	596	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	521	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	463	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
None of these	38	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Can't remember	16	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Compare what different providers were offering	508	**	**	**	**	**	**	**	**	508	300	215	104	111	84	209
	55%	**	**	**	**	**	**	**	**	55%	56% f	60% f	61% f	58% f	50%	54%
Try to negotiate a better deal with your current provider	372	**	**	**	**	**	**	**	**	372	251	186	78	107	65	121
	40%	**	**	**	**	**	**	**	**	40% g	47% afg	51% afg	46% g	56% abdfg	39%	31%
Contact your current provider	344	**	**	**	**	**	**	**	**	344	229	173	79	94	56	115
	37%	**	**	**	**	**	**	**	**	37% g	43% afg	48% afg	46% afg	49% afg	33%	30%
Experience your current provider trying to persuade you to stay	233	**	**	**	**	**	**	**	**	233	145	96	36	60	49	88
	25%	**	**	**	**	**	**	**	**	25%	27% d	27%	21%	32% adg	29% d	23%
Find out what you need to do in order to switch	218	**	**	**	**	**	**	**	**	218	140	90	33	56	50	78
	24%	**	**	**	**	**	**	**	**	24% dg	26% dg	25%	20%	29% adg	30% adg	20%
Contact any potential new providers	178	**	**	**	**	**	**	**	**	178	125	90	28	62	36	53
	19%	**	**	**	**	**	**	**	**	19% g	24% adg	25% adg	16%	32% abcdfg	21% g	14%
TYPES OF CONTACT WITH CURRENT PROVIDER	596	**	**	**	**	**	**	**	**	596	375	266	118	148	109	221
	65%	**	**	**	**	**	**	**	**	65% g	71% afg	74% afg	69% g	77% abdfg	64%	57%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	596	**	**	**	**	**	**	**	**	596	375	266	118	148	109	221
	65%	**	**	**	**	**	**	**	**	65%	71%	74%	69%	77%	64%	57%
										g	afg	afg	g	abdfg		
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	521	**	**	**	**	**	**	**	**	521	340	248	110	137	93	180
	57%	**	**	**	**	**	**	**	**	57%	64%	69%	65%	72%	55%	46%
										g	afg	afg	afg	abfg	g	
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	463	**	**	**	**	**	**	**	**	463	291	209	93	116	82	172
	50%	**	**	**	**	**	**	**	**	50%	55%	58%	55%	61%	48%	44%
										ag	afg	afg	g	afg		
None of these	38	**	**	**	**	**	**	**	**	38	16	12	5	6	4	23
	4%	**	**	**	**	**	**	**	**	4%	3%	3%	3%	3%	2%	6%
																bf
Can't remember	16	**	**	**	**	**	**	**	**	16	7	4	1	2	3	9
	2%	**	**	**	**	**	**	**	**	2%	1%	1%	1%	1%	2%	2%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Compare what different providers were offering	508	345	163	220	80	125	84	230	275	319	138	51
	55%	54%	59%	55%	63% a	52%	56%	55%	56%	52%	66% ac	54%
Try to negotiate a better deal with your current provider	372	335	37	231	20	104	17	164	207	237	96	39
	40%	52% b	13%	57% b	15%	43% b	11%	39%	43%	39%	46% a	41%
Contact your current provider	344	291	53	202	27	89	26	162	178	213	81	51
	37%	45% b	19%	50% b	21%	37% b	17%	39%	36%	35%	38%	54% ab
Experience your current provider trying to persuade you to stay	233	204	29	132	13	72	15	112	117	166	49	18
	25%	32% b	10%	33% b	10%	30% b	10%	27%	24%	27% c	23%	18%
Find out what you need to do in order to switch	218	164	54	114	26	50	28	103	111	168	37	13
	24%	26% b	19%	28% b	20%	21%	19%	24%	23%	27% bc	18%	14%
Contact any potential new providers	178	140	38	107	18	33	20	89	88	130	35	13
	19%	22% b	14%	27% b	14%	14%	13%	21%	18%	21%	17%	14%
TYPES OF CONTACT WITH CURRENT PROVIDER	596	509	87	328	47	180	41	275	314	395	140	62
	65%	79% b	32%	81% b	37%	75% b	27%	65%	64%	64%	67%	65%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	596 65%	509 79% b	87 32%	328 81% b	47 37%	180 75% b	41 27%	275 65%	314 64%	395 64%	140 67%	62 65%
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	521 57%	448 70% b	73 27%	300 74% b	40 32%	147 61% b	33 22%	237 56%	280 57%	335 55%	126 60%	60 63%
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	463 50%	393 61% b	69 25%	256 63% b	35 28%	138 57% b	34 23%	216 51%	239 49%	303 49%	104 50%	55 58%
None of these	38 4%	12 2%	26 9% a	6 2%	10 8% a	6 3%	16 11% a	15 3%	24 5%	23 4%	7 3%	8 8% ab
Can't remember	16 2%	7 1%	9 3% a	2 1%	5 4% a	5 2%	4 3%	6 1%	10 2%	14 2% b	- -%	3 3% b

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Compare what different providers were offering	508	190	151	83	83	341	166	442	**	**	**	449	59	146	321
	55%	53%	62%	53%	52%	57%	53%	56%	**	**	**	55%	56%	51%	60%
			acdf												a
Try to negotiate a better deal with your current provider	372	164	107	57	44	271	101	329	**	**	**	330	42	111	237
	40%	46%	44%	36%	28%	45%	32%	41%	**	**	**	41%	40%	39%	44%
		cdf	df			cdf									
Contact your current provider	344	148	86	61	49	234	111	299	**	**	**	299	45	116	201
	37%	41%	35%	39%	31%	39%	35%	38%	**	**	**	37%	43%	40%	38%
		d				d									
Experience your current provider trying to persuade you to stay	233	113	49	36	35	162	71	204	**	**	**	208	25	73	131
	25%	31%	20%	23%	22%	27%	22%	26%	**	**	**	26%	23%	25%	25%
		bcdf				b									
Find out what you need to do in order to switch	218	106	42	35	36	147	71	200	**	**	**	200	18	68	127
	24%	30%	17%	22%	23%	25%	22%	25%	**	**	**	25%	17%	24%	24%
		bcf				b						b			
Contact any potential new providers	178	91	35	30	20	127	50	160	**	**	**	160	18	61	98
	19%	25%	15%	19%	13%	21%	16%	20%	**	**	**	20%	17%	21%	18%
		bdf				bdf									
TYPES OF CONTACT WITH CURRENT PROVIDER	596	257	150	103	85	407	189	523	**	**	**	525	71	196	344
	65%	72%	62%	66%	54%	68%	60%	66%	**	**	**	65%	67%	68%	64%
		bdf		d		df									

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	596 65%	257 72% bdf	150 62%	103 66% d	85 54%	407 68% df	189 60%	523 66%	** **	** **	** **	525 65%	71 67%	196 68%	344 64%
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	521 57%	221 62% df	136 56%	89 56%	76 48%	357 59% df	164 52%	459 58%	** **	** **	** **	457 56%	64 60%	168 58%	311 58%
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	463 50%	207 58% bdf	109 45%	82 52% d	65 41%	315 53% bd	147 47%	404 51%	** **	** **	** **	406 50%	57 54%	157 55%	259 49%
None of these	38 4%	11 3%	15 6% a	8 5%	5 3%	25 4%	13 4%	30 4%	** **	** **	** **	30 4%	9 8% a	12 4%	21 4%
Can't remember	16 2%	3 1%	5 2%	1 1%	6 4% ace	7 1%	7 2%	13 2%	** **	** **	** **	16 2%	* *%	4 1%	6 1%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	423	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	419	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	364	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	349	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	348	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	347	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	254	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	250	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	245	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	244	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	235	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	224	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	222	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	220	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	218	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	193	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	192	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	189	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	187	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Lack of choice	185	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	183	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	182	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	179	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	177	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	175	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	165	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	164	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	132	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	120	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	115	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	109	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	104	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	101	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	99	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	88	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	86	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	86	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	83	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	81	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	63	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	491	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	57	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
Answered	919	**	**	**	**	**	**	**	**	**	**
Mean number of factors	8.5	**	**	**	**	**	**	**	**	**	**
Standard deviation	6.96	**	**	**	**	**	**	**	**	**	**
Standard error	.20	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I negotiated/ accepted a deal with my current provider	423	**	**	**	**	**	**	**	**	423	280	202	88	114	78	143
	46%	**	**	**	**	**	**	**	**	46%	53%	56%	52%	60%	46%	37%
										g	afg	afg	g	abdfg	g	
Current provider is still the best deal/ cheapest	419	**	**	**	**	**	**	**	**	419	237	173	81	93	63	182
	46%	**	**	**	**	**	**	**	**	46%	45%	48%	47%	49%	38%	47%
										f	f	f	f	f		f
Prefer to stay with a trusted/ known provider	364	**	**	**	**	**	**	**	**	364	198	134	63	71	64	166
	40%	**	**	**	**	**	**	**	**	40%	37%	37%	37%	37%	38%	43%
There wasn't enough cost difference for it to be worth switching	349	**	**	**	**	**	**	**	**	349	201	135	61	74	66	148
	38%	**	**	**	**	**	**	**	**	38%	38%	37%	36%	39%	39%	38%
Current provider has the best quality of service	348	**	**	**	**	**	**	**	**	348	202	136	63	73	66	146
	38%	**	**	**	**	**	**	**	**	38%	38%	38%	37%	38%	39%	38%
Worried that the service wouldn't be as good with a new provider	347	**	**	**	**	**	**	**	**	347	192	131	57	74	61	155
	38%	**	**	**	**	**	**	**	**	38%	36%	36%	33%	39%	36%	40%
Worried that I might have to pay two providers at the same time (P)	254	**	**	**	**	**	**	**	**	254	149	93	39	54	56	105
	28%	**	**	**	**	**	**	**	**	28%	28%	26%	23%	28%	33%	27%
															cd	
Concern about arranging for the old and new services to start and stop at the same time (P)	250	**	**	**	**	**	**	**	**	250	136	89	37	52	47	114
	27%	**	**	**	**	**	**	**	**	27%	26%	25%	22%	27%	28%	29%
																d

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to pay disconnection charges	245	**	**	**	**	**	**	**	**	245	148	94	40	54	54	97
	27%	**	**	**	**	**	**	**	**	27%	28%	26%	24%	28%	32% d	25%
Did not want to lose my phone number	244	**	**	**	**	**	**	**	**	244	93	93	39	53	-	152
	27%	**	**	**	**	**	**	**	**	27% bf	17% f	26% bf	23% bf	28% bf	-% d	39% abcdef
It's too time consuming to go through the process of switching from one provider to another	235	**	**	**	**	**	**	**	**	235	129	85	36	49	44	106
	26%	**	**	**	**	**	**	**	**	26%	24%	23%	21%	26%	26%	27%
Hassle of needing to contact more than one provider to switch	224	**	**	**	**	**	**	**	**	224	131	85	33	51	46	92
	24%	**	**	**	**	**	**	**	**	24%	25%	24%	20% d	27% d	27% d	24%
I was still in a contract so couldn't leave/ would have to pay to leave	222	**	**	**	**	**	**	**	**	222	136	92	39	53	44	86
	24%	**	**	**	**	**	**	**	**	24%	26%	25%	23%	28%	26%	22%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	220	**	**	**	**	**	**	**	**	220	123	82	31	51	41	97
	24%	**	**	**	**	**	**	**	**	24% d	23%	23%	18%	27% d	24%	25% d
Didn't want to lose content (programmes, apps, photos, data) stored on my device	218	**	**	**	**	**	**	**	**	218	115	63	24	39	51	104
	24%	**	**	**	**	**	**	**	**	24% cd	22% d	17%	14%	21% d	30% abcde	27% cd

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting my current provider	193	**	**	**	**	**	**	**	**	193	113	65	23	42	48	80
	21%	**	**	**	**	**	**	**	**	21%	21%	18%	13%	22%	29%	20%
										d	d			d	abcdg	d
Difficulty cancelling my current service (P)	192	**	**	**	**	**	**	**	**	192	117	71	23	47	46	75
	21%	**	**	**	**	**	**	**	**	21%	22%	20%	14%	25%	27%	19%
										d	d	d		d	acd	
Worried that other devices or products I own would not work with a new service	189	**	**	**	**	**	**	**	**	189	104	62	26	36	43	85
	21%	**	**	**	**	**	**	**	**	21%	20%	17%	15%	19%	25%	22%
										d					bcd	d
Didn't want to have to learn to use a new service	187	**	**	**	**	**	**	**	**	187	109	72	24	48	37	78
	20%	**	**	**	**	**	**	**	**	20%	21%	20%	14%	25%	22%	20%
										d	d	d		d	d	d
Lack of choice	185	**	**	**	**	**	**	**	**	185	124	74	25	49	50	61
	20%	**	**	**	**	**	**	**	**	20%	23%	20%	15%	26%	30%	16%
										d	dg	d		adg	abcdg	
Difficulty comparing what other providers were offering	183	**	**	**	**	**	**	**	**	183	99	59	22	37	40	84
	20%	**	**	**	**	**	**	**	**	20%	19%	16%	13%	19%	24%	22%
										d	d			d	cd	cd
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	182	**	**	**	**	**	**	**	**	182	104	62	27	35	42	78
	20%	**	**	**	**	**	**	**	**	20%	20%	17%	16%	18%	25%	20%
															abcde	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Not knowing what to do to switch	179	**	**	**	**	**	**	**	**	179	102	60	25	35	42	77
	20%	**	**	**	**	**	**	**	**	20%	19%	17%	15%	18%	25%	20%
										d					abcd	
Bad experience when switching communication services previously	177	**	**	**	**	**	**	**	**	177	108	68	27	41	40	69
	19%	**	**	**	**	**	**	**	**	19%	20%	19%	16%	22%	24%	18%
															d	
Difficulty when contacting potential new providers	175	**	**	**	**	**	**	**	**	175	105	62	24	38	43	70
	19%	**	**	**	**	**	**	**	**	19%	20%	17%	14%	20%	25%	18%
										d	d				abcdg	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	165	**	**	**	**	**	**	**	**	165	165	106	46	60	59	-
	18%	**	**	**	**	**	**	**	**	18%	31%	29%	27%	31%	35%	-%
										g	ag	ag	ag	ag	adg	
Would take too long to research the market	164	**	**	**	**	**	**	**	**	164	96	52	17	35	44	68
	18%	**	**	**	**	**	**	**	**	18%	18%	14%	10%	18%	26%	18%
										d	d			d	abcdeg	d
Did not want to have to install new equipment myself	132	**	**	**	**	**	**	**	**	132	132	75	29	46	57	-
	14%	**	**	**	**	**	**	**	**	14%	25%	21%	17%	24%	34%	-%
										g	adg	ag	g	adg	abcdeg	
Did not want to have to get an engineer to install new equipment	120	**	**	**	**	**	**	**	**	120	120	77	34	43	43	-
	13%	**	**	**	**	**	**	**	**	13%	23%	21%	20%	22%	26%	-%
										g	ag	ag	ag	ag	ag	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried about being without the broadband service during the switch (P)	115	**	**	**	**	**	**	**	**	115	115	115	47	68	-	-
	12%	**	**	**	**	**	**	**	**	12%	22%	32%	27%	36%	-%	-%
										fg	afg	abfg	abfg	abdfg		
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	109	**	**	**	**	**	**	**	**	109	109	55	-	55	54	-
	12%	**	**	**	**	**	**	**	**	12%	20%	15%	-%	29%	32%	-%
										dg	acd	adg		abcdg	abcdg	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	104	**	**	**	**	**	**	**	**	104	104	59	20	39	45	-
	11%	**	**	**	**	**	**	**	**	11%	20%	16%	12%	20%	26%	-%
										g	adg	ag	g	adg	abcdg	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	101	**	**	**	**	**	**	**	**	101	-	-	-	-	-	101
	11%	**	**	**	**	**	**	**	**	11%	-%	-%	-%	-%	-%	26%
										bcdef						abcdef
Worried about being without the mobile service during the switch (P)	99	**	**	**	**	**	**	**	**	99	-	-	-	-	-	99
	11%	**	**	**	**	**	**	**	**	11%	-%	-%	-%	-%	-%	25%
										bcdef						abcdef
I'm still in my handset contract period	88	**	**	**	**	**	**	**	**	88	-	-	-	-	-	88
	10%	**	**	**	**	**	**	**	**	10%	-%	-%	-%	-%	-%	23%
										bcdef						abcdef

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I couldn't afford/ didn't want to pay off my handset in one lump sum	86 9%	** **	** **	** **	** **	** **	** **	** **	** **	86 9%	- -%	- -%	- -%	- -%	- -%	86 22%
										bcdef						abcdef
Worried about being without the Pay TV service during the switch (P)	86 9%	** **	** **	** **	** **	** **	** **	** **	** **	86 9%	86 16%	46 13%	- -%	46 24%	39 23%	- -%
										dg	adg	adg		abcdg	abcdg	
Worried about being without the fixed line phone service during the switch (P)	83 9%	** **	** **	** **	** **	** **	** **	** **	** **	83 9%	83 16%	83 23%	37 22%	46 24%	- -%	- -%
										fg	afg	abfg	abfg	abfg		
Needing to unlock my handset to take it with me	81 9%	** **	** **	** **	** **	** **	** **	** **	** **	81 9%	- -%	- -%	- -%	- -%	- -%	81 21%
										bcdef						abcdef
Did not want to lose the email address I had from my broadband provider	63 7%	** **	** **	** **	** **	** **	** **	** **	** **	63 7%	63 12%	63 18%	27 16%	36 19%	- -%	- -%
										fg	afg	abfg	afg	abfg		
ANY PROCESS FACTORS (P)	491 53%	** **	** **	** **	** **	** **	** **	** **	** **	491 53%	293 55%	196 54%	82 48%	114 60%	97 57%	198 51%
											d			adg	d	
NONE OF THESE	57 6%	** **	** **	** **	** **	** **	** **	** **	** **	57 6%	28 5%	18 5%	9 6%	9 5%	10 6%	29 7%
Answered	919	**	**	**	**	**	**	**	**	919	530	361	170	191	169	389
Mean number of factors	8.5	**	**	**	**	**	**	**	**	8.5 d	8.7 d	8.5 d	7.2	9.6 acdg	9.2 d	8.2

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Standard deviation	6.96	**	**	**	**	**	**	**	**	6.96	7.17	7.26	6.23	7.92	6.97	6.65
Standard error	.20	**	**	**	**	**	**	**	**	.20	.24	.30	.36	.46	.40	.38

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
I negotiated/ accepted a deal with my current provider	423	423	-	280	-	143	-	188	234	266	104	53
	46%	66%	-%	69%	-%	60%	-%	45%	48%	43%	49%	56%
		b		b		b						a
Current provider is still the best deal/ cheapest	419	327	92	199	37	127	55	194	219	265	103	52
	46%	51%	33%	49%	30%	53%	37%	46%	45%	43%	49%	54%
		b		b		b						a
Prefer to stay with a trusted/ known provider	364	292	72	171	28	122	44	170	187	235	82	47
	40%	45%	26%	42%	22%	51%	30%	40%	38%	38%	39%	49%
		b		b		b						a
There wasn't enough cost difference for it to be worth switching	349	273	76	172	29	102	47	156	192	245	70	33
	38%	42%	28%	42%	23%	42%	31%	37%	39%	40%	34%	35%
		b		b								
Current provider has the best quality of service	348	280	68	170	32	110	36	165	179	244	75	29
	38%	43%	25%	42%	25%	46%	25%	39%	37%	40%	36%	31%
		b		b		b						
Worried that the service wouldn't be as good with a new provider	347	276	71	163	29	113	42	160	182	246	76	26
	38%	43%	26%	40%	23%	47%	28%	38%	37%	40%	36%	27%
		b		b		b				c		
Worried that I might have to pay two providers at the same time (P)	254	202	53	124	25	77	27	122	128	193	49	13
	28%	31%	19%	31%	20%	32%	18%	29%	26%	31%	23%	13%
		b		b		b				bc	c	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Concern about arranging for the old and new services to start and stop at the same time (P)	250 27%	192 30% b	58 21%	112 28% b	24 19%	80 33%	34 23%	118 28%	130 27%	179 29%	51 24%	20 21%
Did not want to pay disconnection charges	245 27%	189 29% b	56 20%	119 29%	29 23%	70 29% b	26 18%	117 28%	126 26%	188 31% bc	40 19%	17 18%
Did not want to lose my phone number	244 27%	179 28%	65 24%	76 19%	17 13%	103 43%	49 33%	124 29% b	117 24%	168 27%	50 24%	26 28%
It's too time consuming to go through the process of switching from one provider to another	235 26%	186 29% b	49 18%	109 27% b	20 16%	77 32% b	29 20%	114 27%	119 24%	171 28% c	51 24% c	14 14%
Hassle of needing to contact more than one provider to switch	224 24%	187 29% b	36 13%	109 27% b	22 17%	78 33% b	14 10%	99 23%	121 25%	174 28% bc	40 19% c	10 10%
I was still in a contract so couldn't leave/ would have to pay to leave	222 24%	174 27% b	48 18%	110 27% b	26 20%	64 26% b	23 15%	101 24%	118 24%	174 28% bc	36 17%	11 12%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	220 24%	184 29% b	36 13%	112 28% b	11 8%	72 30% b	25 17%	102 24%	112 23%	166 27% c	45 21% c	9 9%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Didn't want to lose content (programmes, apps, photos, data) stored on my device	218	173	45	97	17	76	28	94	119	169	41	8
	24%	27%	17%	24%	14%	31%	19%	22%	24%	28%	20%	8%
		b		b		b				bc	c	
Difficulty when contacting my current provider	193	165	28	98	15	67	13	109	79	155	33	5
	21%	26%	10%	24%	12%	28%	8%	26%	16%	25%	16%	5%
		b		b		b		b		bc	c	
Difficulty cancelling my current service (P)	192	159	33	99	18	60	15	96	93	160	27	5
	21%	25%	12%	25%	14%	25%	10%	23%	19%	26%	13%	5%
		b		b		b				bc	c	
Worried that other devices or products I own would not work with a new service	189	149	40	89	15	60	25	98	90	157	29	3
	21%	23%	15%	22%	12%	25%	17%	23%	18%	26%	14%	3%
		b		b		b		b		bc	c	
Didn't want to have to learn to use a new service	187	154	33	97	12	57	21	90	96	143	35	9
	20%	24%	12%	24%	9%	24%	14%	21%	20%	23%	17%	10%
		b		b						bc		
Lack of choice	185	150	35	103	21	47	14	92	91	151	26	9
	20%	23%	13%	25%	17%	20%	9%	22%	19%	25%	12%	9%
		b		b		b				bc		
Difficulty comparing what other providers were offering	183	153	31	88	11	65	19	90	88	144	33	6
	20%	24%	11%	22%	9%	27%	13%	21%	18%	23%	16%	6%
		b		b		b				bc	c	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	182	142	39	89	15	53	25	96	82	147	28	7
	20%	22%	14%	22%	12%	22%	17%	23%	17%	24%	13%	8%
		b		b				b		bc		
Not knowing what to do to switch	179	142	38	86	16	56	21	90	89	146	28	5
	20%	22%	14%	21%	13%	23%	14%	21%	18%	24%	13%	5%
		b		b						bc	c	
Bad experience when switching communication services previously	177	151	26	96	12	55	14	90	85	148	23	6
	19%	23%	9%	24%	10%	23%	9%	21%	17%	24%	11%	6%
		b		b		b				bc		
Difficulty when contacting potential new providers	175	145	30	93	12	52	18	92	80	148	25	2
	19%	22%	11%	23%	9%	22%	12%	22%	16%	24%	12%	2%
		b		b		b		b		bc	c	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	165	137	28	137	28	-	-	79	84	110	38	17
	18%	21%	10%	34%	22%	-%	-%	19%	17%	18%	18%	18%
		b		b								
Would take too long to research the market	164	141	23	84	12	57	11	88	70	135	26	3
	18%	22%	8%	21%	9%	24%	8%	21%	14%	22%	13%	3%
		b		b		b		b		bc	c	
Did not want to have to install new equipment myself	132	107	25	107	25	-	-	69	62	93	26	13
	14%	17%	9%	27%	20%	-%	-%	16%	13%	15%	12%	14%
		b		b								

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to have to get an engineer to install new equipment	120	102	18	102	18	-	-	59	60	89	21	10
	13%	16%	6%	25%	14%	-%	-%	14%	12%	14%	10%	10%
		b		b								
Worried about being without the broadband service during the switch (P)	115	96	19	96	19	-	-	49	65	76	24	15
	12%	15%	7%	24%	15%	-%	-%	12%	13%	12%	11%	16%
		b		b								
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	109	95	14	95	14	-	-	58	49	84	22	3
	12%	15%	5%	23%	11%	-%	-%	14%	10%	14%	10%	3%
		b		b						c	c	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	104	89	15	89	15	-	-	62	41	89	14	1
	11%	14%	5%	22%	12%	-%	-%	15%	8%	15%	7%	1%
		b		b				b		bc	c	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	101	73	28	-	-	73	28	33	64	90	10	-
	11%	11%	10%	-%	-%	30%	19%	8%	13%	15%	5%	-%
						b			a	bc	c	
Worried about being without the mobile service during the switch (P)	99	67	32	-	-	67	32	36	61	82	15	2
	11%	10%	12%	-%	-%	28%	22%	9%	13%	13%	7%	2%
									a	bc	c	
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
I'm still in my handset contract period	88	65	23	-	-	65	23	43	45	73	13	2
	10%	10%	8%	-%	-%	27%	16%	10%	9%	12%	6%	2%
						b				bc		
I couldn't afford/ didn't want to pay off my handset in one lump sum	86	63	23	-	-	63	23	30	55	77	9	-
	9%	10%	8%	-%	-%	26%	15%	7%	11%	13%	4%	-%
						b			a	bc	c	
Worried about being without the Pay TV service during the switch (P)	86	73	13	73	13	-	-	50	35	69	13	3
	9%	11%	5%	18%	10%	-%	-%	12%	7%	11%	6%	3%
		b		b				b		bc		
Worried about being without the fixed line phone service during the switch (P)	83	75	8	75	8	-	-	37	44	59	15	9
	9%	12%	3%	19%	6%	-%	-%	9%	9%	10%	7%	9%
		b		b								
Needing to unlock my handset to take it with me	81	64	17	-	-	64	17	36	44	74	8	-
	9%	10%	6%	-%	-%	27%	12%	9%	9%	12%	4%	-%
		b				b				bc	c	
Did not want to lose the email address I had from my broadband provider	63	54	9	54	9	-	-	36	28	38	15	11
	7%	8%	3%	13%	7%	-%	-%	8%	6%	6%	7%	11%
		b		b								a
ANY PROCESS FACTORS (P)	491	380	111	240	53	140	58	230	255	369	90	32
	53%	59%	40%	59%	42%	58%	39%	55%	52%	60%	43%	33%
		b		b		b				bc		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
NONE OF THESE	57	11	46	7	21	3	25	30	27	35	18	4
	6%	2%	17%	2%	16%	1%	17%	7%	6%	6%	8%	4%
			a		a		a					
Answered	919	644	275	404	127	240	149	421	488	614	210	95
Mean number of factors	8.5	9.9	5.3	9.8	5.2	9.9	5.4	8.9	8.1	9.5	7.0	5.4
		b		b		b				bc	c	
Standard deviation	6.96	7.20	5.08	7.44	4.72	6.78	5.38	7.74	6.23	7.11	6.73	4.52
Standard error	.20	.24	.28	.28	.32	.50	.51	.39	.22	.25	.41	.41
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I negotiated/ accepted a deal with my current provider	423	170	119	75	58	290	133	362	**	**	**	377	46	129	265
	46%	48%	49%	48%	37%	48%	42%	46%	**	**	**	46%	44%	45%	50%
		d	d	d		d									
Current provider is still the best deal/ cheapest	419	169	118	63	68	287	132	358	**	**	**	368	51	144	245
	46%	47%	49%	40%	43%	48%	42%	45%	**	**	**	45%	48%	50%	46%
			c			cf									
Prefer to stay with a trusted/ known provider	364	153	86	60	62	239	123	300	**	**	**	315	49	118	210
	40%	43%	35%	38%	40%	40%	39%	38%	**	**	**	39%	47%	41%	39%
		b													
There wasn't enough cost difference for it to be worth switching	349	155	92	49	53	246	103	302	**	**	**	310	39	106	212
	38%	43%	38%	31%	34%	41%	33%	38%	**	**	**	38%	36%	37%	40%
		cdf				cf									
Current provider has the best quality of service	348	142	95	59	50	237	109	287	**	**	**	311	38	115	194
	38%	40%	39%	38%	32%	39%	35%	36%	**	**	**	38%	36%	40%	36%
						d									
Worried that the service wouldn't be as good with a new provider	347	135	93	58	60	227	119	298	**	**	**	306	41	107	206
	38%	38%	38%	37%	38%	38%	38%	37%	**	**	**	38%	39%	37%	39%
Worried that I might have to pay two providers at the same time (P)	254	102	56	49	47	158	96	218	**	**	**	223	31	98	122
	28%	29%	23%	31%	29%	26%	30%	27%	**	**	**	27%	29%	34%	23%
				b			b							b	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Concern about arranging for the old and new services to start and stop at the same time (P)	250 27%	115 32% bcd	62 26%	35 22%	39 24%	177 30% cf	73 23%	219 28%	** **	** **	** **	220 27%	30 28%	88 31% b	130 24%
Did not want to pay disconnection charges	245 27%	102 28%	54 22%	48 31% b	41 26%	156 26%	89 28%	210 26%	** **	** **	** **	219 27%	26 24%	98 34% b	120 23%
Did not want to lose my phone number	244 27%	104 29% b	54 22%	45 29%	41 26%	158 26%	86 27%	211 26%	** **	** **	** **	214 26%	30 28%	89 31% b	123 23%
It's too time consuming to go through the process of switching from one provider to another	235 26%	101 28%	54 22%	40 25%	41 26%	155 26%	80 26%	205 26%	** **	** **	** **	212 26%	23 22%	86 30% b	117 22%
Hassle of needing to contact more than one provider to switch	224 24%	105 29% bdf	51 21%	38 24%	30 19%	156 26% d	68 22%	196 25%	** **	** **	** **	204 25%	20 19%	82 29% b	116 22%
I was still in a contract so couldn't leave/ would have to pay to leave	222 24%	84 23%	53 22%	45 29%	39 25%	137 23%	84 27%	189 24%	** **	** **	** **	198 24%	24 23%	82 28% b	114 21%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	220 24%	103 29% be	39 16%	38 24% b	38 24% b	142 24% b	76 24% b	190 24%	** **	** **	** **	201 25%	19 18%	84 29% b	110 21%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to lose content (programmes, apps, photos, data) stored on my device	218	92	56	38	32	148	70	187	**	**	**	198	21	85	110
	24%	26%	23%	24%	20%	25%	22%	24%	**	**	**	24%	20%	30% b	21%
Difficulty when contacting my current provider	193	96	32	34	31	128	65	167	**	**	**	178	15	74	95
	21%	27% bdef	13%	22% b	20% b	21% b	21% b	21%	**	**	**	22% b	14%	26% b	18%
Difficulty cancelling my current service (P)	192	92	45	29	27	137	55	171	**	**	**	178	14	74	91
	21%	26% bcdf	18%	18%	17%	23% f	18%	21%	**	**	**	22% b	14%	26% b	17%
Worried that other devices or products I own would not work with a new service	189	85	37	35	32	122	68	164	**	**	**	174	16	70	90
	21%	24% b	15%	23% b	21%	20%	22% b	21%	**	**	**	21%	15%	24% b	17%
Didn't want to have to learn to use a new service	187	86	42	30	29	128	59	164	**	**	**	176	11	66	96
	20%	24% b	17%	19%	18%	21%	19%	21%	**	**	**	22% b	11%	23%	18%
Lack of choice	185	85	43	31	25	128	56	160	**	**	**	167	18	60	102
	20%	24% bdf	18%	20%	16%	21%	18%	20%	**	**	**	20%	17%	21%	19%
Difficulty comparing what other providers were offering	183	82	35	31	34	117	64	158	**	**	**	165	18	69	85
	20%	23% b	14%	20%	21% b	19% b	20% b	20%	**	**	**	20%	17%	24% b	16%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	182	87	34	33	28	121	60	163	**	**	**	166	15	70	87
	20%	24%	14%	21%	17%	20%	19%	20%	**	**	**	20%	14%	24%	16%
		b		b		b								b	
Not knowing what to do to switch	179	84	33	30	32	117	61	154	**	**	**	169	11	63	94
	20%	24%	13%	19%	20%	19%	19%	19%	**	**	**	21%	10%	22%	18%
		b			b	b	b					b			
Bad experience when switching communication services previously	177	85	37	34	21	121	55	159	**	**	**	163	14	65	89
	19%	24%	15%	22%	14%	20%	18%	20%	**	**	**	20%	13%	22%	17%
		bdf		d		bd						b		b	
Difficulty when contacting potential new providers	175	91	30	29	24	121	53	152	**	**	**	165	9	65	87
	19%	25%	12%	19%	15%	20%	17%	19%	**	**	**	20%	9%	23%	16%
		bdef				b						b		b	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	165	79	35	30	21	114	51	142	**	**	**	145	20	58	90
	18%	22%	14%	19%	13%	19%	16%	18%	**	**	**	18%	19%	20%	17%
		bdf													
Would take too long to research the market	164	83	33	23	25	116	48	138	**	**	**	150	14	62	78
	18%	23%	14%	15%	16%	19%	15%	17%	**	**	**	18%	13%	21%	15%
		bcdf				b								b	
Did not want to have to install new equipment myself	132	69	23	18	22	92	40	116	**	**	**	121	11	46	75
	14%	19%	10%	11%	14%	15%	13%	15%	**	**	**	15%	11%	16%	14%
		bcf				b									

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to have to get an engineer to install new equipment	120	59	26	18	16	85	35	100	**	**	**	107	13	46	62
	13%	17% bdf	11%	12%	10%	14%	11%	13%	**	**	**	13%	13%	16% b	12%
Worried about being without the broadband service during the switch (P)	115	55	29	16	16	83	32	101	**	**	**	100	15	42	64
	12%	15% f	12%	10%	10%	14%	10%	13%	**	**	**	12%	14%	15%	12%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	109	54	28	13	13	83	26	95	**	**	**	100	8	40	63
	12%	15% cdf	12%	8%	8%	14% cdf	8%	12%	**	**	**	12%	8%	14%	12%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	104	61	16	16	11	77	27	91	**	**	**	97	7	36	53
	11%	17% bcdef	7%	10%	7%	13% bdf	8%	11%	**	**	**	12%	7%	13%	10%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	101	39	21	21	16	60	37	88	**	**	**	89	12	39	48
	11%	11%	9%	13%	10%	10%	12%	11%	**	**	**	11%	11%	13% b	9%
Worried about being without the mobile service during the switch (P)	99	41	27	13	19	68	31	89	**	**	**	90	9	34	48
	11%	11%	11%	8%	12%	11%	10%	11%	**	**	**	11%	9%	12%	9%

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Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I'm still in my handset contract period	88	29	27	15	16	56	31	76	**	**	**	79	9	36	40
	10%	8%	11%	9%	10%	9%	10%	10%	**	**	**	10%	8%	13% b	8%
I couldn't afford/ didn't want to pay off my handset in one lump sum	86	36	23	14	12	59	26	73	**	**	**	78	8	29	45
	9%	10%	10%	9%	8%	10%	8%	9%	**	**	**	10%	8%	10%	8%
Worried about being without the Pay TV service during the switch (P)	86	44	13	13	15	58	28	75	**	**	**	77	8	33	44
	9%	12% b	6%	8%	10%	10% b	9%	9%	**	**	**	9%	8%	11%	8%
Worried about being without the fixed line phone service during the switch (P)	83	42	17	16	8	59	24	77	**	**	**	73	10	25	48
	9%	12% bdf	7%	10%	5%	10% d	8%	10%	**	**	**	9%	10%	9%	9%
Needing to unlock my handset to take it with me	81	36	14	17	14	50	31	70	**	**	**	77	4	29	38
	9%	10% b	6%	11% b	9%	8%	10% b	9%	**	**	**	9% b	4%	10%	7%
Did not want to lose the email address I had from my broadband provider	63	36	12	7	8	48	15	57	**	**	**	57	6	30	30
	7%	10% bcd	5%	5%	5%	8% f	5%	7%	**	**	**	7%	6%	10% b	6%
ANY PROCESS FACTORS (P)	491	217	119	76	79	336	155	432	**	**	**	439	53	175	251
	53%	61% bcd	49%	49%	50%	56% bf	49%	54%	**	**	**	54%	50%	61% b	47%

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Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
NONE OF THESE	57	13	13	8	22	26	30	49	**	**	**	54	3	17	30
	6%	4%	5%	5%	14%	4%	10%	6%	**	**	**	7%	3%	6%	6%
					abce		abce								
Answered	919	358	242	157	158	600	315	795	**	**	**	814	106	288	534
Mean number of factors	8.5	9.7	7.4	8.3	7.7	8.8	8.0	8.5	**	**	**	8.6	7.4	9.6	7.7
		bcdef				bd								b	
Standard deviation	6.96	7.24	6.19	6.64	7.38	6.92	7.02	6.89	**	**	**	7.03	6.26	7.20	6.65
Standard error	.20	.34	.35	.46	.52	.25	.34	.21	**	**	**	.22	.52	.37	.25

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	321 35%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	315 34%	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	314 34%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	312 34%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	312 34%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	312 34%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	311 34%	**	**	**	**	**	**	**	**	**	**
Lack of choice	300 33%	**	**	**	**	**	**	**	**	**	**

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Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	296 32%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	295 32%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	293 32%	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	291 32%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	282 31%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	282 31%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	276 30%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	268 29%	**	**	**	**	**	**	**	**	**	**

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		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	264	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	260	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	259	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	245	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	241	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	237	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	222	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	221	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**

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		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	221	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	201	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	199	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	170	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	151	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	130	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	127	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**

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		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	125	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	120	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	108	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	106	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	103	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	101	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	92	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	82	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	608	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	68	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Answered	919	**	**	**	**	**	**	**	**	**	**
Mean number of factors	9.6	**	**	**	**	**	**	**	**	**	**
Standard deviation	6.76	**	**	**	**	**	**	**	**	**	**
Standard error	.20	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	321	**	**	**	**	**	**	**	**	321	196	124	54	70	72	125
	35%	**	**	**	**	**	**	**	**	35%	37%	34%	31%	37%	42%	32%
															acd	
Prefer to stay with a trusted/ known provider	315	**	**	**	**	**	**	**	**	315	197	143	59	84	54	118
	34%	**	**	**	**	**	**	**	**	34%	37%	40%	35%	44%	32%	30%
											g	afg		abdf		
It's too time consuming to go through the process of switching from one provider to another	314	**	**	**	**	**	**	**	**	314	182	114	49	65	67	133
	34%	**	**	**	**	**	**	**	**	34%	34%	32%	29%	34%	40%	34%
															cd	
Concern about arranging for the old and new services to start and stop at the same time (P)	312	**	**	**	**	**	**	**	**	312	192	119	48	71	72	121
	34%	**	**	**	**	**	**	**	**	34%	36%	33%	28%	37%	43%	31%
											d			d	abcd	
Current provider has the best quality of service	312	**	**	**	**	**	**	**	**	312	185	127	53	74	58	127
	34%	**	**	**	**	**	**	**	**	34%	35%	35%	31%	39%	34%	33%
Difficulty comparing what other providers were offering	312	**	**	**	**	**	**	**	**	312	184	121	53	68	64	127
	34%	**	**	**	**	**	**	**	**	34%	35%	33%	31%	35%	38%	33%
There wasn't enough cost difference for it to be worth switching	311	**	**	**	**	**	**	**	**	311	170	115	55	60	55	141
	34%	**	**	**	**	**	**	**	**	34%	32%	32%	32%	31%	33%	36%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Lack of choice	300	**	**	**	**	**	**	**	**	300	173	104	49	55	69	128
	33%	**	**	**	**	**	**	**	**	33%	33%	29%	29%	29%	41%	33%
															abcdeg	
Hassle of needing to contact more than one provider to switch	296	**	**	**	**	**	**	**	**	296	178	109	46	63	69	118
	32%	**	**	**	**	**	**	**	**	32%	34%	30%	27%	33%	41%	30%
											d				abcdeg	
Worried that the service wouldn't be as good with a new provider	295	**	**	**	**	**	**	**	**	295	186	121	54	67	65	109
	32%	**	**	**	**	**	**	**	**	32%	35%	33%	31%	35%	39%	28%
											g				ag	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	293	**	**	**	**	**	**	**	**	293	188	115	40	75	73	105
	32%	**	**	**	**	**	**	**	**	32%	35%	32%	23%	39%	43%	27%
											d	dg	d	acd	abcdg	
Didn't want to have to learn to use a new service	291	**	**	**	**	**	**	**	**	291	170	100	43	57	70	121
	32%	**	**	**	**	**	**	**	**	32%	32%	28%	25%	30%	41%	31%
											d	d			abcdeg	
Worried that other devices or products I own would not work with a new service	282	**	**	**	**	**	**	**	**	282	175	108	38	70	67	107
	31%	**	**	**	**	**	**	**	**	31%	33%	30%	22%	37%	40%	27%
											d	d		acd	abcdg	
Would take too long to research the market	282	**	**	**	**	**	**	**	**	282	160	103	41	61	57	122
	31%	**	**	**	**	**	**	**	**	31%	30%	28%	24%	32%	34%	31%
											d			d	d	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that I might have to pay two providers at the same time (P)	276	**	**	**	**	**	**	**	**	276	163	103	39	64	61	112
	30%	**	**	**	**	**	**	**	**	30%	31%	28%	23%	34%	36%	29%
										d	d			d	cd	
Not knowing what to do to switch	268	**	**	**	**	**	**	**	**	268	144	88	32	56	56	124
	29%	**	**	**	**	**	**	**	**	29%	27%	24%	19%	29%	33%	32%
										cd	d			d	bcd	cd
I was still in a contract so couldn't leave/ would have to pay to leave	264	**	**	**	**	**	**	**	**	264	148	92	35	57	56	116
	29%	**	**	**	**	**	**	**	**	29%	28%	25%	21%	30%	33%	30%
										d	d			d	cd	d
Current provider is still the best deal/ cheapest	260	**	**	**	**	**	**	**	**	260	169	107	51	57	62	91
	28%	**	**	**	**	**	**	**	**	28%	32%	30%	30%	30%	36%	23%
											g	g			acg	
Did not want to pay disconnection charges	259	**	**	**	**	**	**	**	**	259	155	100	40	60	55	103
	28%	**	**	**	**	**	**	**	**	28%	29%	28%	24%	31%	33%	27%
														d	d	
Difficulty when contacting potential new providers	245	**	**	**	**	**	**	**	**	245	145	93	34	59	52	100
	27%	**	**	**	**	**	**	**	**	27%	27%	26%	20%	31%	31%	26%
										d	d			d	d	
Difficulty cancelling my current service (P)	241	**	**	**	**	**	**	**	**	241	148	93	37	56	56	92
	26%	**	**	**	**	**	**	**	**	26%	28%	26%	21%	29%	33%	24%
											d			d	acd	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	237 26%	**	**	**	**	**	**	**	**	237 26%	149 28% d	95 26%	37 22%	58 31% dg	53 32% adg	89 23%
Difficulty when contacting my current provider	222 24%	**	**	**	**	**	**	**	**	222 24%	137 26% d	88 24%	33 19%	55 29% d	49 29% d	85 22%
Bad experience when switching communication services previously	221 24%	**	**	**	**	**	**	**	**	221 24%	132 25%	84 23%	34 20%	51 27% d	48 28% d	89 23%
I negotiated/ accepted a deal with my current provider	221 24%	**	**	**	**	**	**	**	**	221 24%	124 23%	79 22%	33 19%	46 24%	45 27% d	97 25%
Did not want to lose my phone number	201 22%	**	**	**	**	**	**	**	**	201 22% bf	93 17% f	93 26% bf	36 21% f	57 30% abdf	- -%	109 28% abdf
Didn't want to pay the initial connection/ start-up fees/ equipment costs	199 22%	**	**	**	**	**	**	**	**	199 22% g	199 38% ag	127 35% ag	57 34% ag	70 37% ag	72 42% acdg	- -%
Did not want to have to get an engineer to install new equipment	170 18%	**	**	**	**	**	**	**	**	170 18% g	170 32% adg	109 30% ag	42 24% ag	68 35% adg	61 36% adg	- -%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to have to install new equipment myself	151	**	**	**	**	**	**	**	**	151	151	97	40	58	54	-
	16%	**	**	**	**	**	**	**	**	16%	29%	27%	23%	30%	32%	-%
										g	ag	ag	ag	ag	adg	
Worried about being without the Pay TV service during the switch (P)	130	**	**	**	**	**	**	**	**	130	130	62	-	62	68	-
	14%	**	**	**	**	**	**	**	**	14%	25%	17%	-%	33%	40%	-%
										dg	acd	dg		abcd	abcd	
Worried about being without the broadband service during the switch (P)	127	**	**	**	**	**	**	**	**	127	127	127	59	68	-	-
	14%	**	**	**	**	**	**	**	**	14%	24%	35%	34%	36%	-%	-%
										fg	afg	abfg	abfg	abfg		
Worried about being without the mobile service during the switch (P)	125	**	**	**	**	**	**	**	**	125	-	-	-	-	-	125
	14%	**	**	**	**	**	**	**	**	14%	-%	-%	-%	-%	-%	32%
										bcdef						abcdef
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	120	**	**	**	**	**	**	**	**	120	120	61	-	61	59	-
	13%	**	**	**	**	**	**	**	**	13%	23%	17%	-%	32%	35%	-%
										dg	acd	adg		abcd	abcd	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	108	**	**	**	**	**	**	**	**	108	108	64	26	38	44	-
	12%	**	**	**	**	**	**	**	**	12%	20%	18%	15%	20%	26%	-%
										g	ag	ag	g	ag	abcd	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Needing to unlock my handset to take it with me	106	**	**	**	**	**	**	**	**	106	-	-	-	-	-	106
	12%	**	**	**	**	**	**	**	**	12%	-%	-%	-%	-%	-%	27%
										bcdef						abcdef
I couldn't afford/ didn't want to pay off my handset in one lump sum	103	**	**	**	**	**	**	**	**	103	-	-	-	-	-	103
	11%	**	**	**	**	**	**	**	**	11%	-%	-%	-%	-%	-%	26%
										bcdef						abcdef
I'm still in my handset contract period	101	**	**	**	**	**	**	**	**	101	-	-	-	-	-	101
	11%	**	**	**	**	**	**	**	**	11%	-%	-%	-%	-%	-%	26%
										bcdef						abcdef
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	**	**	**	**	**	**	**	**	100	-	-	-	-	-	100
	11%	**	**	**	**	**	**	**	**	11%	-%	-%	-%	-%	-%	26%
										bcdef						abcdef
Worried about being without the fixed line phone service during the switch (P)	92	**	**	**	**	**	**	**	**	92	92	92	41	51	-	-
	10%	**	**	**	**	**	**	**	**	10%	17%	25%	24%	27%	-%	-%
										fg	afg	abfg	abfg	abfg		
Did not want to lose the email address I had from my broadband provider	82	**	**	**	**	**	**	**	**	82	82	82	33	49	-	-
	9%	**	**	**	**	**	**	**	**	9%	15%	23%	19%	26%	-%	-%
										fg	afg	abfg	afg	abdfg		
ANY PROCESS FACTORS (P)	608	**	**	**	**	**	**	**	**	608	368	241	103	138	126	240
	66%	**	**	**	**	**	**	**	**	66%	69%	67%	61%	72%	75%	62%
											dg			adg	acdg	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
NONE OF THESE	68	**	**	**	**	**	**	**	**	68	39	30	18	12	9	29
	7%	**	**	**	**	**	**	**	**	7%	7%	8%	11% f	6%	5%	7%
Answered	919	**	**	**	**	**	**	**	**	919	530	361	170	191	169	389
Mean number of factors	9.6	**	**	**	**	**	**	**	**	9.6	10.2	9.9	8.3	11.2	11.0	8.9
										d	dg	dg		abcdg	acdg	
Standard deviation	6.76	**	**	**	**	**	**	**	**	6.76	7.11	7.43	6.72	7.77	6.35	6.16
Standard error	.20	**	**	**	**	**	**	**	**	.20	.24	.30	.39	.45	.37	.36

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	321	242	79	159	37	83	42	150	167	241	65	15
	35%	38%	29%	39%	29%	35%	28%	36%	34%	39%	31%	16%
		b		b						bc	c	
Prefer to stay with a trusted/ known provider	315	237	78	158	39	79	39	131	182	228	67	19
	34%	37%	28%	39%	31%	33%	26%	31%	37%	37%	32%	20%
		b		b					a	c	c	
It's too time consuming to go through the process of switching from one provider to another	314	233	81	150	31	83	50	136	174	241	49	24
	34%	36%	30%	37%	25%	34%	34%	32%	36%	39%	23%	26%
		b		b						bc		
Concern about arranging for the old and new services to start and stop at the same time (P)	312	241	71	154	37	87	34	149	159	233	61	19
	34%	37%	26%	38%	29%	36%	23%	35%	33%	38%	29%	20%
		b		b		b				bc		
Current provider has the best quality of service	312	246	66	159	27	88	39	134	174	206	77	29
	34%	38%	24%	39%	21%	37%	26%	32%	36%	34%	37%	30%
		b		b								
Difficulty comparing what other providers were offering	312	232	80	149	35	83	44	136	175	231	62	18
	34%	36%	29%	37%	28%	35%	30%	32%	36%	38%	30%	19%
		b		b						bc	c	
There wasn't enough cost difference for it to be worth switching	311	227	83	135	35	92	48	145	157	217	76	18
	34%	35%	30%	33%	28%	39%	32%	35%	32%	35%	36%	19%
										c	c	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Lack of choice	300	226	75	139	33	86	41	141	153	223	61	16
	33%	35%	27%	35%	26%	36%	28%	34%	31%	36%	29%	17%
		b		b						bc	c	
Hassle of needing to contact more than one provider to switch	296	217	79	146	32	71	47	131	161	221	56	19
	32%	34%	29%	36%	25%	29%	32%	31%	33%	36%	26%	20%
				b						bc		
Worried that the service wouldn't be as good with a new provider	295	232	63	152	34	81	29	129	164	211	61	23
	32%	36%	23%	38%	27%	34%	19%	31%	34%	34%	29%	24%
		b		b		b				c		
Didn't want to lose content (programmes, apps, photos, data) stored on my device	293	224	68	156	32	68	36	140	150	213	62	18
	32%	35%	25%	39%	25%	29%	24%	33%	31%	35%	29%	19%
		b		b						c	c	
Didn't want to have to learn to use a new service	291	215	76	136	34	79	42	140	145	201	69	20
	32%	33%	28%	34%	27%	33%	28%	33%	30%	33%	33%	21%
										c	c	
Worried that other devices or products I own would not work with a new service	282	220	62	146	30	75	32	129	145	202	63	17
	31%	34%	22%	36%	23%	31%	21%	31%	30%	33%	30%	18%
		b		b						c	c	
Would take too long to research the market	282	221	61	133	27	88	34	123	156	212	54	16
	31%	34%	22%	33%	21%	37%	23%	29%	32%	34%	26%	17%
		b		b		b				bc		

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Worried that I might have to pay two providers at the same time (P)	276	204	72	131	32	72	40	128	144	205	62	9
	30%	32%	26%	33%	25%	30%	27%	30%	30%	33%	29%	9%
				b						c	c	
Not knowing what to do to switch	268	199	69	113	31	86	38	117	145	206	49	13
	29%	31%	25%	28%	25%	36%	25%	28%	30%	34%	23%	13%
		b								bc	c	
I was still in a contract so couldn't leave/ would have to pay to leave	264	187	77	120	28	67	48	130	129	207	44	12
	29%	29%	28%	30%	22%	28%	33%	31%	27%	34%	21%	13%
				b						bc		
Current provider is still the best deal/ cheapest	260	203	56	136	33	67	24	109	149	195	50	15
	28%	32%	20%	34%	26%	28%	16%	26%	31%	32%	24%	16%
		b		b		b				bc		
Did not want to pay disconnection charges	259	183	76	121	34	62	42	126	131	194	49	16
	28%	28%	28%	30%	27%	26%	28%	30%	27%	32%	23%	17%
										bc		
Difficulty when contacting potential new providers	245	198	47	125	19	73	27	107	135	183	45	17
	27%	31%	17%	31%	15%	30%	18%	26%	28%	30%	21%	18%
		b		b		b				bc		
Difficulty cancelling my current service (P)	241	186	54	121	27	65	27	103	133	194	39	8
	26%	29%	20%	30%	22%	27%	18%	24%	27%	32%	18%	9%
		b		b						bc	c	

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	237	194	43	128	21	66	23	97	138	186	43	9
	26%	30%	16%	32%	16%	28%	15%	23%	28%	30%	20%	9%
		b		b		b				bc	c	
Difficulty when contacting my current provider	222	176	46	116	20	59	26	90	129	178	33	10
	24%	27%	17%	29%	16%	25%	17%	21%	26%	29%	16%	11%
		b		b						bc		
Bad experience when switching communication services previously	221	179	42	114	18	65	24	95	123	178	34	10
	24%	28%	15%	28%	14%	27%	16%	23%	25%	29%	16%	10%
		b		b		b				bc		
I negotiated/ accepted a deal with my current provider	221	221	-	124	-	97	-	100	113	166	46	8
	24%	34%	-%	31%	-%	40%	-%	24%	23%	27%	22%	9%
		b		b		b				c	c	
Did not want to lose my phone number	201	147	54	79	14	68	41	87	111	144	45	11
	22%	23%	20%	20%	11%	28%	27%	21%	23%	23%	22%	12%
				b						c	c	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	199	159	40	159	40	-	-	91	107	143	35	21
	22%	25%	15%	39%	32%	-%	-%	22%	22%	23%	16%	22%
		b		b						b		
Did not want to have to get an engineer to install new equipment	170	143	27	143	27	-	-	78	91	121	37	12
	18%	22%	10%	35%	22%	-%	-%	19%	19%	20%	18%	13%
		b		b								

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to have to install new equipment myself	151	130	22	130	22	-	-	69	81	111	29	11
	16%	20%	8%	32%	17%	-%	-%	16%	17%	18%	14%	12%
		b		b								
Worried about being without the Pay TV service during the switch (P)	130	106	24	106	24	-	-	63	67	103	23	4
	14%	17%	9%	26%	19%	-%	-%	15%	14%	17%	11%	5%
		b		b						bc	c	
Worried about being without the broadband service during the switch (P)	127	107	20	107	20	-	-	57	70	85	25	17
	14%	17%	7%	26%	16%	-%	-%	13%	14%	14%	12%	17%
		b		b								
Worried about being without the mobile service during the switch (P)	125	81	44	-	-	81	44	58	64	94	28	3
	14%	13%	16%	-%	-%	34%	30%	14%	13%	15%	14%	3%
										c	c	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	120	101	19	101	19	-	-	56	64	90	26	4
	13%	16%	7%	25%	15%	-%	-%	13%	13%	15%	13%	5%
		b		b						c	c	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	108	94	13	94	13	-	-	53	55	86	20	2
	12%	15%	5%	23%	11%	-%	-%	12%	11%	14%	10%	2%
		b		b						c	c	

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Needing to unlock my handset to take it with me	106	73	33	-	-	73	33	43	58	72	30	4
	12%	11%	12%	-%	-%	30%	23%	10%	12%	12%	14%	5%
										c	c	
I couldn't afford/ didn't want to pay off my handset in one lump sum	103	71	32	-	-	71	32	43	56	75	28	-
	11%	11%	12%	-%	-%	30%	21%	10%	11%	12%	13%	-%
										c	c	
I'm still in my handset contract period	101	68	33	-	-	68	33	38	58	83	15	3
	11%	11%	12%	-%	-%	28%	23%	9%	12%	14%	7%	3%
										bc		
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	70	31	-	-	70	31	46	52	71	26	3
	11%	11%	11%	-%	-%	29%	21%	11%	11%	12%	12%	3%
										c	c	
Worried about being without the fixed line phone service during the switch (P)	92	78	14	78	14	-	-	46	45	56	22	14
	10%	12%	5%	19%	11%	-%	-%	11%	9%	9%	10%	15%
		b		b								a
Did not want to lose the email address I had from my broadband provider	82	70	12	70	12	-	-	44	38	58	14	10
	9%	11%	4%	17%	9%	-%	-%	11%	8%	9%	7%	10%
		b		b								
ANY PROCESS FACTORS (P)	608	453	155	295	73	158	82	285	316	445	122	41
	66%	70%	56%	73%	57%	66%	55%	68%	65%	72%	58%	43%
		b		b						bc	c	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
NONE OF THESE	68	31	36	20	19	11	18	31	37	39	16	13
	7%	5%	13%	5%	15%	5%	12%	7%	8%	6%	8%	14%
			a		a		a					ab
Answered	919	644	275	404	127	240	149	421	488	614	210	95
Mean number of factors	9.6	10.6	7.3	11.1	7.4	9.8	7.3	9.5	9.7	10.7	8.5	5.5
		b		b		b				bc	c	
Standard deviation	6.76	6.98	5.58	7.29	5.66	6.35	5.52	6.35	7.07	6.68	6.82	4.84
Standard error	.20	.24	.31	.28	.38	.46	.52	.32	.25	.24	.41	.44

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	321 35%	138 38% df	83 34%	52 33%	45 28%	221 37% df	97 31%	288 36%	** **	** **	** **	285 35%	35 34%	96 33%	180 34%
Prefer to stay with a trusted/ known provider	315 34%	131 37% f	88 36%	49 31%	46 29%	219 36% f	95 30%	285 36%	** **	** **	** **	284 35%	31 29%	90 31%	185 35%
It's too time consuming to go through the process of switching from one provider to another	314 34%	131 37%	75 31%	57 36%	48 30%	206 34%	105 33%	274 34%	** **	** **	** **	280 34%	34 32%	95 33%	183 34%
Concern about arranging for the old and new services to start and stop at the same time (P)	312 34%	136 38% b	71 29%	51 33%	52 33%	206 34%	103 33%	273 34%	** **	** **	** **	284 35%	28 27%	98 34%	173 32%
Current provider has the best quality of service	312 34%	130 36%	80 33%	56 36%	46 29%	209 35%	102 32%	278 35%	** **	** **	** **	277 34%	36 34%	91 32%	190 36%
Difficulty comparing what other providers were offering	312 34%	129 36%	75 31%	59 38%	47 30%	205 34%	106 34%	278 35%	** **	** **	** **	286 35% b	26 25%	91 32%	180 34%
There wasn't enough cost difference for it to be worth switching	311 34%	120 34%	81 33%	51 32%	55 35%	201 33%	106 34%	276 35%	** **	** **	** **	278 34%	32 31%	102 36%	167 31%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Lack of choice	300	129	68	55	46	196	102	263	**	**	**	267	33	109	149
	33%	36%	28%	35%	29%	33%	32%	33%	**	**	**	33%	32%	38%	28%
		b												b	
Hassle of needing to contact more than one provider to switch	296	121	65	60	47	187	106	261	**	**	**	271	25	88	164
	32%	34%	27%	38%	30%	31%	34%	33%	**	**	**	33%	24%	31%	31%
		b		b			b					b			
Worried that the service wouldn't be as good with a new provider	295	128	67	54	45	195	99	255	**	**	**	261	34	104	162
	32%	36%	28%	34%	28%	32%	31%	32%	**	**	**	32%	32%	36%	30%
		b													
Didn't want to lose content (programmes, apps, photos, data) stored on my device	293	134	63	44	50	197	93	261	**	**	**	267	26	92	160
	32%	37%	26%	28%	31%	33%	30%	33%	**	**	**	33%	24%	32%	30%
		b				b						b			
Didn't want to have to learn to use a new service	291	132	58	51	46	190	97	256	**	**	**	263	27	98	153
	32%	37%	24%	32%	29%	32%	31%	32%	**	**	**	32%	26%	34%	29%
		b		b		b	b								
Worried that other devices or products I own would not work with a new service	282	133	59	46	40	193	86	246	**	**	**	254	28	84	160
	31%	37%	25%	29%	26%	32%	27%	31%	**	**	**	31%	26%	29%	30%
		b				b									
Would take too long to research the market	282	120	67	52	41	187	93	250	**	**	**	253	29	86	160
	31%	33%	28%	33%	26%	31%	29%	31%	**	**	**	31%	27%	30%	30%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that I might have to pay two providers at the same time (P)	276	116	72	43	42	188	85	246	**	**	**	256	20	81	162
	30%	32%	30%	27%	27%	31%	27%	31%	**	**	**	31% b	19%	28%	30%
Not knowing what to do to switch	268	118	68	39	42	186	81	244	**	**	**	241	27	90	137
	29%	33% cf	28%	25%	27%	31%	26%	31%	**	**	**	30%	25%	31%	26%
I was still in a contract so couldn't leave/ would have to pay to leave	264	123	53	44	43	175	87	233	**	**	**	249	15	87	138
	29%	34% bf	22%	28%	27%	29% b	28%	29%	**	**	**	31% b	14%	30%	26%
Current provider is still the best deal/ cheapest	260	108	64	47	38	172	85	226	**	**	**	235	25	73	151
	28%	30%	26%	30%	24%	29%	27%	28%	**	**	**	29%	23%	25%	28%
Did not want to pay disconnection charges	259	119	52	48	38	171	85	233	**	**	**	233	26	79	142
	28%	33% bd	21%	30% b	24%	28% b	27%	29%	**	**	**	29%	25%	27%	27%
Difficulty when contacting potential new providers	245	104	53	48	39	157	86	218	**	**	**	213	32	77	130
	27%	29% b	22%	31% b	24%	26%	27%	27%	**	**	**	26%	30%	27%	24%
Difficulty cancelling my current service (P)	241	109	51	48	32	160	80	212	**	**	**	216	25	79	128
	26%	30% bd	21%	30% bd	20%	27% b	25%	27%	**	**	**	27%	24%	27%	24%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	237 26%	111 31% bdf	51 21%	43 27%	31 19%	161 27% bd	74 23%	211 27%	** **	** **	** **	215 26%	22 21%	80 28% b	118 22%
Difficulty when contacting my current provider	222 24%	95 26% d	55 23%	41 26%	30 19%	149 25%	71 23%	194 24%	** **	** **	** **	204 25% b	18 17%	71 25%	118 22%
Bad experience when switching communication services previously	221 24%	103 29% bd	43 18%	44 28% bd	29 18%	146 24% b	73 23%	195 25%	** **	** **	** **	204 25% b	17 16%	84 29% b	104 20%
I negotiated/ accepted a deal with my current provider	221 24%	102 29% b	43 18%	40 25% b	34 22%	145 24% b	74 24%	191 24%	** **	** **	** **	196 24%	25 24%	68 24%	118 22%
Did not want to lose my phone number	201 22%	84 23%	58 24%	28 18%	30 19%	142 24% f	58 18%	179 23%	** **	** **	** **	183 23%	18 17%	70 24%	105 20%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	199 22%	86 24%	52 21%	30 19%	31 19%	138 23%	61 19%	179 22%	** **	** **	** **	179 22%	20 19%	61 21%	118 22%
Did not want to have to get an engineer to install new equipment	170 18%	80 22% bdf	39 16%	28 18%	23 15%	118 20%	51 16%	154 19%	** **	** **	** **	153 19%	17 16%	47 16%	106 20%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to have to install new equipment myself	151	75	30	30	17	105	46	137	**	**	**	139	12	49	86
	16%	21%	12%	19%	11%	17%	15%	17%	**	**	**	17%	12%	17%	16%
		bdf		bd		bd									
Worried about being without the Pay TV service during the switch (P)	130	69	26	20	16	95	35	113	**	**	**	122	8	37	80
	14%	19%	11%	12%	10%	16%	11%	14%	**	**	**	15%	7%	13%	15%
		bcd				bdf						b			
Worried about being without the broadband service during the switch (P)	127	56	33	22	15	90	37	113	**	**	**	115	12	41	77
	14%	16%	14%	14%	9%	15%	12%	14%	**	**	**	14%	12%	14%	15%
		d				d									
Worried about being without the mobile service during the switch (P)	125	43	35	16	27	78	44	105	**	**	**	110	15	39	66
	14%	12%	14%	10%	17%	13%	14%	13%	**	**	**	14%	15%	14%	12%
					c										
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	120	61	21	24	13	82	38	106	**	**	**	108	12	32	74
	13%	17%	9%	16%	8%	14%	12%	13%	**	**	**	13%	12%	11%	14%
		bdf		bd		bd									
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	108	52	22	19	15	74	33	92	**	**	**	99	9	32	64
	12%	15%	9%	12%	9%	12%	11%	12%	**	**	**	12%	8%	11%	12%
		b													

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Needing to unlock my handset to take it with me	106	39	27	18	22	66	39	94	**	**	**	96	10	36	53
	12%	11%	11%	11%	14%	11%	12%	12%	**	**	**	12%	10%	12%	10%
I couldn't afford/ didn't want to pay off my handset in one lump sum	103	34	30	10	26	65	36	92	**	**	**	94	9	40	48
	11%	10%	12%	6%	16%	11%	11%	12%	**	**	**	12%	8%	14%	9%
			c		ace		c							b	
I'm still in my handset contract period	101	44	18	16	20	62	36	88	**	**	**	90	12	33	46
	11%	12%	7%	10%	13%	10%	12%	11%	**	**	**	11%	11%	12%	9%
		b			b										
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	40	24	19	16	64	35	87	**	**	**	93	8	32	47
	11%	11%	10%	12%	10%	11%	11%	11%	**	**	**	11%	7%	11%	9%
Worried about being without the fixed line phone service during the switch (P)	92	49	22	12	10	70	22	80	**	**	**	87	6	36	50
	10%	14%	9%	8%	6%	12%	7%	10%	**	**	**	11%	5%	12%	9%
		bcd	f			df						b			
Did not want to lose the email address I had from my broadband provider	82	42	14	16	10	57	25	75	**	**	**	74	8	22	52
	9%	12%	6%	10%	6%	9%	8%	9%	**	**	**	9%	7%	8%	10%
		bd													
ANY PROCESS FACTORS (P)	608	256	153	103	92	408	195	536	**	**	**	548	59	198	339
	66%	71%	63%	66%	58%	68%	62%	67%	**	**	**	67%	56%	69%	63%
		bdf				df						b			
NONE OF THESE	68	20	20	12	15	41	27	52	**	**	**	58	10	20	38
	7%	6%	8%	8%	10%	7%	9%	6%	**	**	**	7%	9%	7%	7%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Answered	919	358	242	157	158	600	315	795	**	**	**	814	106	288	534
Mean number of factors	9.6	10.8	8.5	9.7	8.5	9.9	9.1	9.9	**	**	**	9.9	8.0	9.7	9.1
		bdef		b		bd						b			
Standard deviation	6.76	6.75	6.19	7.04	6.74	6.62	6.91	6.71	**	**	**	6.77	6.47	6.23	6.77
Standard error	.20	.31	.35	.49	.47	.24	.34	.21	**	**	**	.21	.54	.32	.26

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	679	**	**	**	**	**	**	**	**	**	**
74%		**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	678	**	**	**	**	**	**	**	**	**	**
74%		**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	660	**	**	**	**	**	**	**	**	**	**
72%		**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	660	**	**	**	**	**	**	**	**	**	**
72%		**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	644	**	**	**	**	**	**	**	**	**	**
70%		**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	642	**	**	**	**	**	**	**	**	**	**
70%		**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	562	**	**	**	**	**	**	**	**	**	**
61%		**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	550	**	**	**	**	**	**	**	**	**	**
60%		**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	530	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	519	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	511	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	503	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	495	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	486	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
Lack of choice	485	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**

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		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	478	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	471	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	448	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	446	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	445	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	433	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	420	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	419	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**

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		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	415	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	398	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	364	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	290	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	283	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	242	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	229	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**

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		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	224	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	216	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	201	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	189	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	189	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	188	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	175	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	145	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	730	**	**	**	**	**	**	**	**	**	**
	79%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	13	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Answered	919	**	**	**	**	**	**	**	**	**	**
Mean number of factors	18.1	**	**	**	**	**	**	**	**	**	**
Standard deviation	9.98	**	**	**	**	**	**	**	**	**	**
Standard error	.29	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Prefer to stay with a trusted/ known provider	679	**	**	**	**	**	**	**	**	679	395	277	123	154	118	284
	74%	**	**	**	**	**	**	**	**	74%	75%	77% f	72%	81% abdfg	70%	73%
Current provider is still the best deal/ cheapest	678	**	**	**	**	**	**	**	**	678	406	281	131	149	125	273
	74%	**	**	**	**	**	**	**	**	74%	77% g	78% g	77%	78% g	74%	70%
Current provider has the best quality of service	660	**	**	**	**	**	**	**	**	660	387	263	117	147	124	273
	72%	**	**	**	**	**	**	**	**	72%	73%	73%	68%	77% d	73%	70%
There wasn't enough cost difference for it to be worth switching	660	**	**	**	**	**	**	**	**	660	371	250	116	134	121	289
	72%	**	**	**	**	**	**	**	**	72%	70%	69%	68%	70%	71%	74%
I negotiated/ accepted a deal with my current provider	644	**	**	**	**	**	**	**	**	644	404	281	120	160	123	240
	70%	**	**	**	**	**	**	**	**	70%	76% g	78% adg	71% g	84% abcdfg	73% g	62%
Worried that the service wouldn't be as good with a new provider	642	**	**	**	**	**	**	**	**	642	378	252	110	142	126	264
	70%	**	**	**	**	**	**	**	**	70%	71% d	70%	65%	74% d	75% d	68%
Concern about arranging for the old and new services to start and stop at the same time (P)	562	**	**	**	**	**	**	**	**	562	327	208	85	123	119	235
	61%	**	**	**	**	**	**	**	**	61% d	62% d	58% d	50%	65% cd	70% abcdg	60% d

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
It's too time consuming to go through the process of switching from one provider to another	550 60%	** **	** **	** **	** **	** **	** **	** **	** **	550 60% d	310 59% d	199 55%	84 50%	114 60% d	112 66% abcd	239 61% d
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540 59%	** **	** **	** **	** **	** **	** **	** **	** **	540 59% d	318 60% d	206 57% d	85 50%	121 63% d	113 67% abcdg	222 57%
Worried that I might have to pay two providers at the same time (P)	530 58%	** **	** **	** **	** **	** **	** **	** **	** **	530 58% d	313 59% d	196 54% d	78 46%	118 62% cd	117 69% abcdg	217 56% d
Hassle of needing to contact more than one provider to switch	519 56%	** **	** **	** **	** **	** **	** **	** **	** **	519 56% d	309 58% d	194 54% d	79 46%	114 60% d	115 68% abcdeg	210 54%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	511 56%	** **	** **	** **	** **	** **	** **	** **	** **	511 56% cd	303 57% cd	178 49% d	64 37%	114 60% cd	124 74% abcdeg	209 54% d
Did not want to pay disconnection charges	503 55%	** **	** **	** **	** **	** **	** **	** **	** **	503 55% d	303 57% d	194 54%	81 47%	114 59% dg	109 65% abcdg	200 52%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty comparing what other providers were offering	495	**	**	**	**	**	**	**	**	495	283	180	75	105	103	212
	54%	**	**	**	**	**	**	**	**	54%	53%	50%	44%	55%	61%	54%
										d	d			d	abcd	d
I was still in a contract so couldn't leave/ would have to pay to leave	486	**	**	**	**	**	**	**	**	486	284	184	74	110	100	202
	53%	**	**	**	**	**	**	**	**	53%	54%	51%	44%	57%	59%	52%
										d	d	d		d	acd	d
Lack of choice	485	**	**	**	**	**	**	**	**	485	297	178	74	104	119	189
	53%	**	**	**	**	**	**	**	**	53%	56%	49%	43%	55%	70%	49%
										d	cdg			d	abcdeg	
Didn't want to have to learn to use a new service	478	**	**	**	**	**	**	**	**	478	279	172	67	105	107	199
	52%	**	**	**	**	**	**	**	**	52%	53%	48%	39%	55%	63%	51%
										d	d	d		cd	abcdeg	d
Worried that other devices or products I own would not work with a new service	471	**	**	**	**	**	**	**	**	471	279	169	63	106	110	192
	51%	**	**	**	**	**	**	**	**	51%	53%	47%	37%	56%	65%	49%
										d	cd	d		cd	abcdeg	d
Not knowing what to do to switch	448	**	**	**	**	**	**	**	**	448	246	148	57	91	98	202
	49%	**	**	**	**	**	**	**	**	49%	46%	41%	33%	48%	58%	52%
										cd	cd	d		d	abcde	cd
Would take too long to research the market	446	**	**	**	**	**	**	**	**	446	256	155	58	96	101	190
	49%	**	**	**	**	**	**	**	**	49%	48%	43%	34%	51%	60%	49%
										cd	cd	d		cd	abcdeg	d

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to lose my phone number	445	**	**	**	**	**	**	**	**	445	185	185	75	111	-	260
	48%	**	**	**	**	**	**	**	**	48%	35%	51%	44%	58%	-%	67%
										bf	f	bdf	bf	abdf		abcdef
Difficulty cancelling my current service (P)	433	**	**	**	**	**	**	**	**	433	266	163	60	103	102	167
	47%	**	**	**	**	**	**	**	**	47%	50%	45%	35%	54%	61%	43%
										d	dg	d		acd	abcdg	
Difficulty when contacting potential new providers	420	**	**	**	**	**	**	**	**	420	249	155	58	97	94	170
	46%	**	**	**	**	**	**	**	**	46%	47%	43%	34%	51%	56%	44%
										d	d	d		cd	abcdg	d
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	419	**	**	**	**	**	**	**	**	419	252	157	64	93	96	167
	46%	**	**	**	**	**	**	**	**	46%	48%	43%	37%	49%	57%	43%
										d	d			d	abcdg	
Difficulty when contacting my current provider	415	**	**	**	**	**	**	**	**	415	250	153	56	97	97	165
	45%	**	**	**	**	**	**	**	**	45%	47%	42%	33%	51%	57%	42%
										d	d	d		cdg	abcdg	d
Bad experience when switching communication services previously	398	**	**	**	**	**	**	**	**	398	240	152	60	92	88	158
	43%	**	**	**	**	**	**	**	**	43%	45%	42%	35%	48%	52%	41%
										d	d			d	abcdg	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	364	**	**	**	**	**	**	**	**	364	364	233	103	130	131	-
	40%	**	**	**	**	**	**	**	**	40%	69%	65%	61%	68%	77%	-%
										g	adg	ag	ag	ag	abcdg	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to have to get an engineer to install new equipment	290	**	**	**	**	**	**	**	**	290	290	186	76	110	104	-
	32%	**	**	**	**	**	**	**	**	32%	55%	52%	44%	58%	61%	-%
										g	adg	adg	ag	adg	abcdg	
Did not want to have to install new equipment myself	283	**	**	**	**	**	**	**	**	283	283	173	69	104	111	-
	31%	**	**	**	**	**	**	**	**	31%	53%	48%	41%	54%	65%	-%
										g	acd	adg	ag	adg	abcdeg	
Worried about being without the broadband service during the switch (P)	242	**	**	**	**	**	**	**	**	242	242	242	105	137	-	-
	26%	**	**	**	**	**	**	**	**	26%	46%	67%	62%	72%	-%	-%
										fg	afg	abfg	abfg	abdfg		
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	229	**	**	**	**	**	**	**	**	229	229	116	-	116	113	-
	25%	**	**	**	**	**	**	**	**	25%	43%	32%	-%	61%	67%	-%
										dg	acd	adg		abcdg	abcdg	
Worried about being without the mobile service during the switch (P)	224	**	**	**	**	**	**	**	**	224	-	-	-	-	-	224
	24%	**	**	**	**	**	**	**	**	24%	-%	-%	-%	-%	-%	58%
										bcd						abcde
Worried about being without the Pay TV service during the switch (P)	216	**	**	**	**	**	**	**	**	216	216	109	-	109	107	-
	23%	**	**	**	**	**	**	**	**	23%	41%	30%	-%	57%	63%	-%
										dg	acd	adg		abcdg	abcdg	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	**	**	**	**	**	**	**	**	212	212	123	46	77	88	-
	23%	**	**	**	**	**	**	**	**	23%	40%	34%	27%	40%	52%	-%
										g	acdg	adg	g	adg	abcdeg	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	201	**	**	**	**	**	**	**	**	201	-	-	-	-	-	201
	22%	**	**	**	**	**	**	**	**	22%	-%	-%	-%	-%	-%	52%
										bcdef						abcdef
I'm still in my handset contract period	189	**	**	**	**	**	**	**	**	189	-	-	-	-	-	189
	21%	**	**	**	**	**	**	**	**	21%	-%	-%	-%	-%	-%	49%
										bcdef						abcdef
I couldn't afford/ didn't want to pay off my handset in one lump sum	189	**	**	**	**	**	**	**	**	189	-	-	-	-	-	189
	21%	**	**	**	**	**	**	**	**	21%	-%	-%	-%	-%	-%	48%
										bcdef						abcdef
Needing to unlock my handset to take it with me	188	**	**	**	**	**	**	**	**	188	-	-	-	-	-	188
	20%	**	**	**	**	**	**	**	**	20%	-%	-%	-%	-%	-%	48%
										bcdef						abcdef
Worried about being without the fixed line phone service during the switch (P)	175	**	**	**	**	**	**	**	**	175	175	175	78	97	-	-
	19%	**	**	**	**	**	**	**	**	19%	33%	48%	45%	51%	-%	-%
										fg	afg	abfg	abfg	abfg		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to lose the email address I had from my broadband provider	145	**	**	**	**	**	**	**	**	145	145	145	60	86	-	-
	16%	**	**	**	**	**	**	**	**	16%	27%	40%	35%	45%	-%	-%
										fg	afg	abfg	abfg	abdfg		
ANY PROCESS FACTORS (P)	730	**	**	**	**	**	**	**	**	730	434	286	126	160	148	297
	79%	**	**	**	**	**	**	**	**	79%	82%	79%	74%	84%	87%	76%
										d	dg			dg	abcdg	
NONE OF THESE	13	**	**	**	**	**	**	**	**	13	9	7	4	3	2	4
	1%	**	**	**	**	**	**	**	**	1%	2%	2%	2%	1%	1%	1%
Answered	919	**	**	**	**	**	**	**	**	919	530	361	170	191	169	389
Mean number of factors	18.1	**	**	**	**	**	**	**	**	18.1	18.9	18.4	15.6	20.9	20.2	17.0
										d	dg	d		abcdg	acd	
Standard deviation	9.98	**	**	**	**	**	**	**	**	9.98	10.37	11.02	9.84	11.43	8.73	9.32
Standard error	.29	**	**	**	**	**	**	**	**	.29	.35	.45	.57	.66	.50	.54

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Prefer to stay with a trusted/ known provider	679	530	150	329	66	201	83	301	369	463	149	66
	74%	82%	54%	81%	52%	84%	56%	71%	76%	76%	71%	70%
		b		b		b						
Current provider is still the best deal/ cheapest	678	530	148	336	70	194	78	303	368	459	152	67
	74%	82%	54%	83%	55%	81%	53%	72%	75%	75%	72%	70%
		b		b		b						
Current provider has the best quality of service	660	526	134	329	58	198	76	299	353	450	152	58
	72%	82%	49%	81%	46%	82%	51%	71%	72%	73%	72%	61%
		b		b		b				c	c	
There wasn't enough cost difference for it to be worth switching	660	500	159	306	64	194	95	301	349	462	146	51
	72%	78%	58%	76%	51%	81%	64%	72%	71%	75%	70%	54%
		b		b		b				c	c	
I negotiated/ accepted a deal with my current provider	644	644	-	404	-	240	-	289	348	432	150	62
	70%	100%	-%	100%	-%	100%	-%	69%	71%	70%	71%	65%
		b		b		b						
Worried that the service wouldn't be as good with a new provider	642	509	134	315	63	194	70	289	346	456	137	49
	70%	79%	49%	78%	50%	81%	47%	69%	71%	74%	65%	51%
		b		b		b				bc	c	
Concern about arranging for the old and new services to start and stop at the same time (P)	562	433	129	266	61	167	68	267	289	411	112	39
	61%	67%	47%	66%	48%	70%	46%	64%	59%	67%	53%	41%
		b		b		b				bc	c	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
It's too time consuming to go through the process of switching from one provider to another	550	419	130	259	51	160	79	250	293	411	100	38
	60%	65%	47%	64%	41%	67%	53%	59%	60%	67%	48%	40%
		b		b		b				bc		
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540	425	115	270	48	155	67	252	279	407	109	24
	59%	66%	42%	67%	38%	65%	45%	60%	57%	66%	52%	25%
		b		b		b				bc	c	
Worried that I might have to pay two providers at the same time (P)	530	405	125	256	57	150	68	250	273	398	111	21
	58%	63%	45%	63%	45%	62%	45%	59%	56%	65%	53%	23%
		b		b		b				bc	c	
Hassle of needing to contact more than one provider to switch	519	404	115	256	53	149	61	230	282	394	95	29
	56%	63%	42%	63%	42%	62%	41%	55%	58%	64%	45%	31%
		b		b		b				bc	c	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	511	397	114	253	49	144	64	235	269	382	103	26
	56%	62%	41%	63%	39%	60%	43%	56%	55%	62%	49%	27%
		b		b		b				bc	c	
Did not want to pay disconnection charges	503	372	132	240	63	132	68	242	257	382	88	33
	55%	58%	48%	59%	50%	55%	46%	58%	53%	62%	42%	34%
		b		b						bc		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty comparing what other providers were offering	495	384	110	237	46	148	64	226	262	375	95	24
	54%	60%	40%	59%	37%	62%	43%	54%	54%	61%	45%	25%
		b		b		b				bc	c	
I was still in a contract so couldn't leave/ would have to pay to leave	486	361	125	230	54	131	71	232	247	382	80	24
	53%	56%	45%	57%	43%	55%	48%	55%	51%	62%	38%	25%
		b		b						bc	c	
Lack of choice	485	376	110	242	54	134	55	233	244	374	87	25
	53%	58%	40%	60%	43%	56%	37%	55%	50%	61%	41%	26%
		b		b		b				bc	c	
Didn't want to have to learn to use a new service	478	369	109	233	46	136	63	230	241	344	104	29
	52%	57%	40%	58%	36%	57%	42%	55%	49%	56%	50%	31%
		b		b		b				c	c	
Worried that other devices or products I own would not work with a new service	471	370	102	235	44	135	57	227	235	359	92	20
	51%	57%	37%	58%	35%	56%	39%	54%	48%	59%	44%	21%
		b		b		b				bc	c	
Not knowing what to do to switch	448	341	107	198	48	142	59	207	234	352	77	18
	49%	53%	39%	49%	37%	59%	40%	49%	48%	57%	37%	19%
		b		b		b				bc	c	
Would take too long to research the market	446	363	84	217	38	145	45	211	226	347	80	19
	49%	56%	30%	54%	30%	60%	30%	50%	46%	56%	38%	20%
		b		b		b				bc	c	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to lose my phone number	445	326	119	155	30	171	89	211	228	312	96	38
	48%	51%	43%	38%	24%	71%	60%	50%	47%	51%	45%	40%
		b		b		b				c		
Difficulty cancelling my current service (P)	433	346	87	220	45	125	42	199	226	354	66	13
	47%	54%	32%	55%	36%	52%	28%	47%	46%	58%	31%	14%
		b		b		b				bc	c	
Difficulty when contacting potential new providers	420	342	77	218	31	125	46	199	215	330	69	20
	46%	53%	28%	54%	25%	52%	31%	47%	44%	54%	33%	21%
		b		b		b				bc	c	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	419	336	83	217	36	119	47	193	220	332	70	16
	46%	52%	30%	54%	28%	50%	32%	46%	45%	54%	34%	17%
		b		b		b				bc	c	
Difficulty when contacting my current provider	415	341	74	214	35	127	38	199	208	333	66	15
	45%	53%	27%	53%	28%	53%	26%	47%	43%	54%	32%	16%
		b		b		b				bc	c	
Bad experience when switching communication services previously	398	330	68	210	30	120	38	185	207	326	57	16
	43%	51%	25%	52%	24%	50%	25%	44%	43%	53%	27%	16%
		b		b		b				bc	c	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	364	296	68	296	68	-	-	170	191	253	72	38
	40%	46%	25%	73%	54%	-%	-%	40%	39%	41%	34%	40%
		b		b						b		

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to have to get an engineer to install new equipment	290	245	45	245	45	-	-	137	151	210	58	22
	32%	38%	16%	61%	35%	-%	-%	32%	31%	34%	28%	23%
		b		b						bc		
Did not want to have to install new equipment myself	283	237	47	237	47	-	-	138	143	204	55	25
	31%	37%	17%	59%	37%	-%	-%	33%	29%	33%	26%	26%
		b		b						b		
Worried about being without the broadband service during the switch (P)	242	202	39	202	39	-	-	106	135	161	50	31
	26%	31%	14%	50%	31%	-%	-%	25%	28%	26%	24%	33%
		b		b								
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	229	196	34	196	34	-	-	114	113	174	48	7
	25%	30%	12%	48%	26%	-%	-%	27%	23%	28%	23%	7%
		b		b						c	c	
Worried about being without the mobile service during the switch (P)	224	148	76	-	-	148	76	94	125	176	44	4
	24%	23%	28%	-%	-%	62%	51%	22%	26%	29%	21%	5%
										bc	c	
Worried about being without the Pay TV service during the switch (P)	216	179	36	179	36	-	-	113	102	172	36	7
	23%	28%	13%	44%	29%	-%	-%	27%	21%	28%	17%	8%
		b		b				b		bc	c	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	184	28	184	28	-	-	115	96	175	34	3
	23%	29%	10%	45%	22%	-%	-%	27%	20%	28%	16%	3%
		b		b				b		bc	c	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	201	142	58	-	-	142	58	79	115	161	37	3
	22%	22%	21%	-%	-%	59%	39%	19%	24%	26%	17%	3%
						b				bc	c	
I'm still in my handset contract period	189	133	57	-	-	133	57	81	103	156	28	4
	21%	21%	21%	-%	-%	55%	38%	19%	21%	25%	14%	5%
						b				bc	c	
I couldn't afford/ didn't want to pay off my handset in one lump sum	189	134	54	-	-	134	54	73	111	152	37	-
	21%	21%	20%	-%	-%	56%	37%	17%	23%	25%	17%	-%
						b			a	bc	c	
Needing to unlock my handset to take it with me	188	137	51	-	-	137	51	79	102	146	37	4
	20%	21%	18%	-%	-%	57%	34%	19%	21%	24%	18%	5%
						b				bc	c	
Worried about being without the fixed line phone service during the switch (P)	175	153	22	153	22	-	-	84	90	115	37	23
	19%	24%	8%	38%	17%	-%	-%	20%	18%	19%	18%	24%
		b		b								

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to lose the email address I had from my broadband provider	145	124	21	124	21	-	-	80	65	96	29	20
	16%	19%	8%	31%	17%	-%	-%	19%	13%	16%	14%	21%
		b		b				b				
ANY PROCESS FACTORS (P)	730	535	196	343	91	192	104	336	387	527	149	55
	79%	83%	71%	85%	72%	80%	70%	80%	79%	86%	71%	57%
		b		b						bc	c	
NONE OF THESE	13	-	13	-	9	-	4	6	7	7	4	2
	1%	-%	5%	-%	7%	-%	3%	1%	1%	1%	2%	2%
			a		a		a					
Answered	919	644	275	404	127	240	149	421	488	614	210	95
Mean number of factors	18.1	20.5	12.6	21.0	12.5	19.7	12.7	18.4	17.9	20.2	15.5	10.8
		b		b		b				bc	c	
Standard deviation	9.98	9.81	8.02	10.18	8.13	9.12	7.95	10.31	9.70	9.72	9.63	7.35
Standard error	.29	.33	.44	.39	.55	.67	.75	.52	.35	.34	.58	.67

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Prefer to stay with a trusted/ known provider	679	284	174	109	109	457	218	585	**	**	**	599	80	208	395
	74%	79%	72%	70%	69%	76%	69%	73%	**	**	**	74%	76%	72%	74%
		bcd	f			d									
Current provider is still the best deal/ cheapest	678	277	182	111	106	459	217	584	**	**	**	603	75	217	396
	74%	77%	75%	70%	67%	77%	69%	73%	**	**	**	74%	71%	75%	74%
		d	d			d									
Current provider has the best quality of service	660	271	175	115	96	446	211	565	**	**	**	587	73	206	384
	72%	76%	72%	73%	61%	74%	67%	71%	**	**	**	72%	69%	72%	72%
		d	d	d		d									
There wasn't enough cost difference for it to be worth switching	660	275	172	100	109	447	209	577	**	**	**	589	71	208	379
	72%	77%	71%	64%	69%	75%	66%	73%	**	**	**	72%	67%	72%	71%
		c	d			f									
I negotiated/ accepted a deal with my current provider	644	272	162	115	93	435	207	553	**	**	**	573	71	196	383
	70%	76%	67%	73%	59%	72%	66%	70%	**	**	**	70%	67%	68%	72%
		b	d	d		d									
Worried that the service wouldn't be as good with a new provider	642	262	160	112	105	422	218	552	**	**	**	567	75	211	368
	70%	73%	66%	72%	67%	70%	69%	69%	**	**	**	70%	71%	73%	69%
		b													
Concern about arranging for the old and new services to start and stop at the same time (P)	562	251	133	86	90	383	176	492	**	**	**	504	58	186	303
	61%	70%	55%	55%	57%	64%	56%	62%	**	**	**	62%	55%	65%	57%
		b				b								b	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
It's too time consuming to go through the process of switching from one provider to another	550 60%	231 65% bd	129 53%	96 61%	89 56%	361 60% b	185 59%	480 60%	** **	** **	** **	493 61%	57 54%	181 63% b	300 56%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540 59%	241 67% bcdef	122 50%	91 58%	83 52%	363 61% bd	173 55%	479 60%	** **	** **	** **	486 60% b	54 51%	180 62% b	290 54%
Worried that I might have to pay two providers at the same time (P)	530 58%	218 61% b	128 53%	92 58%	89 56%	347 58%	181 57%	464 58%	** **	** **	** **	479 59% b	51 48%	179 62% b	284 53%
Hassle of needing to contact more than one provider to switch	519 56%	227 63% bdef	116 48%	98 62% bd	77 48%	343 57% bd	174 55% b	456 57%	** **	** **	** **	475 58% b	45 42%	171 59% b	280 52%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	511 56%	226 63% bcdf	119 49%	82 52%	82 52%	345 58% b	164 52%	448 56%	** **	** **	** **	465 57% b	46 44%	177 61% b	270 51%
Did not want to pay disconnection charges	503 55%	221 62% bde	106 44%	96 61% bd	78 50%	327 54% b	174 55% b	443 56%	** **	** **	** **	452 56%	52 49%	177 62% b	263 49%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty comparing what other providers were offering	495	211	110	90	80	321	170	436	**	**	**	451	44	161	266
	54%	59%	46%	57%	51%	54%	54%	55%	**	**	**	55%	42%	56%	50%
		b		b		b	b					b			
I was still in a contract so couldn't leave/ would have to pay to leave	486	207	106	89	82	312	171	422	**	**	**	447	39	169	253
	53%	58%	44%	57%	52%	52%	54%	53%	**	**	**	55%	37%	59%	47%
		b		b		b	b					b		b	
Lack of choice	485	214	111	87	72	325	158	423	**	**	**	433	52	169	251
	53%	60%	46%	55%	45%	54%	50%	53%	**	**	**	53%	49%	59%	47%
		bdf		bd		bd								b	
Didn't want to have to learn to use a new service	478	218	100	81	75	318	156	419	**	**	**	439	38	163	250
	52%	61%	41%	51%	47%	53%	49%	53%	**	**	**	54%	36%	57%	47%
		bcdef		b		b	b					b		b	
Worried that other devices or products I own would not work with a new service	471	218	96	81	73	314	154	411	**	**	**	428	44	154	250
	51%	61%	40%	52%	46%	52%	49%	52%	**	**	**	53%	41%	54%	47%
		bcdef		b		b	b					b		b	
Not knowing what to do to switch	448	202	101	69	74	303	142	398	**	**	**	410	38	153	231
	49%	56%	42%	44%	47%	50%	45%	50%	**	**	**	50%	36%	53%	43%
		bcdef				b						b		b	
Would take too long to research the market	446	203	100	74	66	303	141	388	**	**	**	404	42	147	238
	49%	57%	41%	47%	42%	50%	45%	49%	**	**	**	50%	40%	51%	45%
		bcdef				bd						b		b	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to lose my phone number	445	188	112	73	71	300	144	390	**	**	**	398	48	159	228
	48%	53%	46%	47%	45%	50%	46%	49%	**	**	**	49%	45%	55%	43%
		f												b	
Difficulty cancelling my current service (P)	433	201	95	77	58	296	135	383	**	**	**	393	39	153	218
	47%	56%	39%	49%	37%	49%	43%	48%	**	**	**	48%	37%	53%	41%
		bdef		bd		bdf						b		b	
Difficulty when contacting potential new providers	420	195	84	77	63	279	140	369	**	**	**	378	41	142	217
	46%	55%	34%	49%	40%	46%	44%	46%	**	**	**	46%	39%	49%	41%
		bdef		b		b	b							b	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	419	197	85	76	58	282	134	374	**	**	**	381	37	151	205
	46%	55%	35%	48%	37%	47%	43%	47%	**	**	**	47%	36%	52%	38%
		bdef		bd		bd	b					b		b	
Difficulty when contacting my current provider	415	190	87	75	61	277	136	361	**	**	**	382	33	145	213
	45%	53%	36%	48%	39%	46%	43%	45%	**	**	**	47%	31%	50%	40%
		bdef		b		b	b					b		b	
Bad experience when switching communication services previously	398	188	79	78	50	267	128	354	**	**	**	367	31	149	193
	43%	52%	33%	50%	32%	44%	41%	45%	**	**	**	45%	29%	52%	36%
		bdef		bdf		bd	bd					b		b	
Didn't want to pay the initial connection/ start-up fees/ equipment costs	364	166	86	60	52	252	112	321	**	**	**	324	40	120	209
	40%	46%	36%	38%	33%	42%	35%	40%	**	**	**	40%	38%	42%	39%
		bdf				df									

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to have to get an engineer to install new equipment	290	139	65	46	40	204	86	254	**	**	**	260	30	93	168
	32%	39%	27%	29%	25%	34%	27%	32%	**	**	**	32%	28%	32%	32%
		bcd	f			bdf									
Did not want to have to install new equipment myself	283	144	53	48	39	197	86	253	**	**	**	260	24	95	161
	31%	40%	22%	30%	24%	33%	27%	32%	**	**	**	32%	22%	33%	30%
		bcd	f	b		bdf						b			
Worried about being without the broadband service during the switch (P)	242	111	62	38	31	173	69	215	**	**	**	214	27	83	142
	26%	31%	26%	24%	19%	29%	22%	27%	**	**	**	26%	26%	29%	27%
		df				df									
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	229	116	49	37	26	165	64	200	**	**	**	209	20	72	137
	25%	32%	20%	24%	17%	27%	20%	25%	**	**	**	26%	19%	25%	26%
		bcd	f			bdf									
Worried about being without the mobile service during the switch (P)	224	84	61	29	46	146	75	194	**	**	**	200	25	73	114
	24%	23%	25%	19%	29%	24%	24%	24%	**	**	**	25%	23%	26%	21%
					c										
Worried about being without the Pay TV service during the switch (P)	216	113	39	32	31	152	63	189	**	**	**	199	16	70	124
	23%	32%	16%	21%	20%	25%	20%	24%	**	**	**	25%	15%	24%	23%
		bcd	f			bf						b			

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	113	38	34	26	151	60	183	**	**	**	196	16	69	117
	23%	32%	16%	22%	16%	25%	19%	23%	**	**	**	24%	15%	24%	22%
		bcdef				bdf						b			
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	201	79	46	40	33	124	73	175	**	**	**	182	19	71	95
	22%	22%	19%	26%	21%	21%	23%	22%	**	**	**	22%	18%	25%	18%
														b	
I'm still in my handset contract period	189	73	46	31	36	118	67	164	**	**	**	169	20	70	86
	21%	20%	19%	20%	23%	20%	21%	21%	**	**	**	21%	19%	24%	16%
														b	
I couldn't afford/ didn't want to pay off my handset in one lump sum	189	71	53	24	38	124	62	165	**	**	**	172	17	68	93
	21%	20%	22%	15%	24%	21%	20%	21%	**	**	**	21%	16%	24%	17%
					c									b	
Needing to unlock my handset to take it with me	188	75	41	35	36	116	70	164	**	**	**	173	15	65	91
	20%	21%	17%	22%	23%	19%	22%	21%	**	**	**	21%	14%	22%	17%
												b		b	
Worried about being without the fixed line phone service during the switch (P)	175	91	38	28	18	129	46	157	**	**	**	159	16	61	98
	19%	25%	16%	18%	12%	22%	15%	20%	**	**	**	20%	15%	21%	18%
		bcdf				bdf									

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to lose the email address I had from my broadband provider	145	78	27	23	18	105	40	132	**	**	**	131	14	51	82
	16%	22%	11%	15%	11%	17%	13%	17%	**	**	**	16%	13%	18%	15%
		bcd	f			bdf									
ANY PROCESS FACTORS (P)	730	301	179	125	121	480	246	639	**	**	**	655	75	240	402
	79%	84%	74%	80%	76%	80%	78%	80%	**	**	**	81%	71%	84%	75%
		bdf				b						b		b	
NONE OF THESE	13	3	4	1	4	7	6	11	**	**	**	12	*	5	6
	1%	1%	2%	1%	3%	1%	2%	1%	**	**	**	2%	*%	2%	1%
Answered	919	358	242	157	158	600	315	795	**	**	**	814	106	288	534
Mean number of factors	18.1	20.5	15.9	18.1	16.2	18.6	17.1	18.3	**	**	**	18.5	15.5	19.4	16.9
		bcdef		bd		bdf						b		b	
Standard deviation	9.98	10.26	9.47	9.40	9.58	10.19	9.52	10.02	**	**	**	10.06	8.99	9.60	10.10
Standard error	.29	.48	.53	.65	.67	.36	.47	.31	**	**	**	.31	.75	.49	.38

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	521	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	504	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	500	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	500	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	486	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	473	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	472	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	448	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	442	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Lack of choice	434	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	433	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	425	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	416	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	408	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	400	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	389	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**

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Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	379	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	370	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	357	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	319	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	305	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	277	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	275	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	260	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	259	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	247	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	241	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	240	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	240	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	216	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	201	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	200	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	200	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	188	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	186	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	166	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	165	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	144	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	131	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	119	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	117	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching communication services previously	521	**	**	**	**	**	**	**	**	521	291	209	110	99	82	231
	57%	**	**	**	**	**	**	**	**	57%	55%	58%	65%	52%	48%	59%
										f	f	f	abef			f
Difficulty when contacting my current provider	504	**	**	**	**	**	**	**	**	504	281	208	115	94	72	224
	55%	**	**	**	**	**	**	**	**	55%	53%	58%	67%	49%	43%	58%
										f	f	ef	abcefg			ef
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	500	**	**	**	**	**	**	**	**	500	278	205	107	98	74	222
	54%	**	**	**	**	**	**	**	**	54%	52%	57%	63%	51%	43%	57%
										f	f	f	abef			f
Difficulty when contacting potential new providers	500	**	**	**	**	**	**	**	**	500	281	206	112	94	75	219
	54%	**	**	**	**	**	**	**	**	54%	53%	57%	66%	49%	44%	56%
										f	f	ef	abcefg			f
Difficulty cancelling my current service (P)	486	**	**	**	**	**	**	**	**	486	265	198	110	88	67	222
	53%	**	**	**	**	**	**	**	**	53%	50%	55%	65%	46%	39%	57%
										ef	f	ef	abcef			bef
Would take too long to research the market	473	**	**	**	**	**	**	**	**	473	275	206	112	94	68	198
	51%	**	**	**	**	**	**	**	**	51%	52%	57%	66%	49%	40%	51%
										f	f	abef	abcefg	f		f
Not knowing what to do to switch	472	**	**	**	**	**	**	**	**	472	284	213	113	100	71	187
	51%	**	**	**	**	**	**	**	**	51%	54%	59%	67%	52%	42%	48%
										f	f	abfg	abcefg	f		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that other devices or products I own would not work with a new service	448	**	**	**	**	**	**	**	**	448	251	192	107	85	59	197
	49%	**	**	**	**	**	**	**	**	49%	47%	53%	63%	44%	35%	51%
										f	f	bef	abcefg	f		f
Didn't want to have to learn to use a new service	442	**	**	**	**	**	**	**	**	442	252	189	103	86	62	190
	48%	**	**	**	**	**	**	**	**	48%	47%	52%	61%	45%	37%	49%
										f	f	ef	abcefg	f		f
Lack of choice	434	**	**	**	**	**	**	**	**	434	234	183	97	87	50	200
	47%	**	**	**	**	**	**	**	**	47%	44%	51%	57%	45%	30%	51%
										f	f	bf	abef	f		bf
I was still in a contract so couldn't leave/ would have to pay to leave	433	**	**	**	**	**	**	**	**	433	246	177	96	81	69	187
	47%	**	**	**	**	**	**	**	**	47%	46%	49%	56%	43%	41%	48%
										f		f	abcefg			
Difficulty comparing what other providers were offering	425	**	**	**	**	**	**	**	**	425	247	182	95	86	66	177
	46%	**	**	**	**	**	**	**	**	46%	47%	50%	56%	45%	39%	46%
										f	f	f	abefg			
Did not want to pay disconnection charges	416	**	**	**	**	**	**	**	**	416	227	167	90	77	60	189
	45%	**	**	**	**	**	**	**	**	45%	43%	46%	53%	41%	35%	48%
										f	f	f	abef			ef
Didn't want to lose content (programmes, apps, photos, data) stored on my device	408	**	**	**	**	**	**	**	**	408	228	183	107	76	45	180
	44%	**	**	**	**	**	**	**	**	44%	43%	51%	63%	40%	26%	46%
										f	f	abef	abcefg	f		f

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Hassle of needing to contact more than one provider to switch	400	**	**	**	**	**	**	**	**	400	221	168	91	76	54	178
	44%	**	**	**	**	**	**	**	**	44%	42%	46%	54%	40%	32%	46%
										f	f	f	abcef	f		f
Worried that I might have to pay two providers at the same time (P)	389	**	**	**	**	**	**	**	**	389	218	165	92	73	52	172
	42%	**	**	**	**	**	**	**	**	42%	41%	46%	54%	38%	31%	44%
										f	f	ef	abcefg			f
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	379	**	**	**	**	**	**	**	**	379	212	156	86	70	57	167
	41%	**	**	**	**	**	**	**	**	41%	40%	43%	50%	37%	33%	43%
										f	f	f	abcef			f
It's too time consuming to go through the process of switching from one provider to another	370	**	**	**	**	**	**	**	**	370	220	163	86	77	57	150
	40%	**	**	**	**	**	**	**	**	40%	41%	45%	50%	40%	34%	39%
										f	f	f	abefg			
Concern about arranging for the old and new services to start and stop at the same time (P)	357	**	**	**	**	**	**	**	**	357	203	153	85	68	50	154
	39%	**	**	**	**	**	**	**	**	39%	38%	42%	50%	35%	30%	40%
										f	f	ef	abcefg			f
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	319	**	**	**	**	**	**	**	**	319	319	238	124	114	81	-
	35%	**	**	**	**	**	**	**	**	35%	60%	66%	73%	60%	48%	-%
										g	afg	abfg	abcefg	afg	ag	
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to lose my phone number	305	**	**	**	**	**	**	**	**	305	176	176	96	80	-	129
	33%	**	**	**	**	**	**	**	**	33%	33%	49%	56%	42%	-%	33%
										f	f	abfg	abcefg	abfg		f
Worried that the service wouldn't be as good with a new provider	277	**	**	**	**	**	**	**	**	277	153	110	60	49	43	124
	30%	**	**	**	**	**	**	**	**	30%	29%	30%	35%	26%	25%	32%
													bef			
I negotiated/ accepted a deal with my current provider	275	**	**	**	**	**	**	**	**	275	127	81	50	31	46	149
	30%	**	**	**	**	**	**	**	**	30%	24%	22%	29%	16%	27%	38%
										bce	e	e	ce		e	abcdef
There wasn't enough cost difference for it to be worth switching	260	**	**	**	**	**	**	**	**	260	160	111	54	57	48	100
	28%	**	**	**	**	**	**	**	**	28%	30%	31%	32%	30%	29%	26%
Current provider has the best quality of service	259	**	**	**	**	**	**	**	**	259	143	98	54	44	45	116
	28%	**	**	**	**	**	**	**	**	28%	27%	27%	32%	23%	27%	30%
													e			
Did not want to have to install new equipment myself	247	**	**	**	**	**	**	**	**	247	247	188	101	87	59	-
	27%	**	**	**	**	**	**	**	**	27%	47%	52%	59%	46%	35%	-%
										g	afg	abfg	abcefg	afg	ag	
Current provider is still the best deal/ cheapest	241	**	**	**	**	**	**	**	**	241	125	80	39	41	44	116
	26%	**	**	**	**	**	**	**	**	26%	23%	22%	23%	22%	26%	30%
																bce

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to have to get an engineer to install new equipment	240	**	**	**	**	**	**	**	**	240	240	175	95	80	65	-
	26%	**	**	**	**	**	**	**	**	26%	45%	48%	56%	42%	39%	-%
										g	afg	afg	abcefg	ag	ag	
Prefer to stay with a trusted/ known provider	240	**	**	**	**	**	**	**	**	240	135	84	48	36	51	105
	26%	**	**	**	**	**	**	**	**	26%	25%	23%	28%	19%	30%	27%
										e	e		e		ce	e
Did not want to lose the email address I had from my broadband provider	216	**	**	**	**	**	**	**	**	216	216	216	111	105	-	-
	23%	**	**	**	**	**	**	**	**	23%	41%	60%	65%	55%	-%	-%
										fg	afg	abfg	abefg	abfg		
Needing to unlock my handset to take it with me	201	**	**	**	**	**	**	**	**	201	-	-	-	-	-	201
	22%	**	**	**	**	**	**	**	**	22%	-%	-%	-%	-%	-%	52%
										bcdef						abcdef
I couldn't afford/ didn't want to pay off my handset in one lump sum	200	**	**	**	**	**	**	**	**	200	-	-	-	-	-	200
	22%	**	**	**	**	**	**	**	**	22%	-%	-%	-%	-%	-%	52%
										bcdef						abcdef
I'm still in my handset contract period	200	**	**	**	**	**	**	**	**	200	-	-	-	-	-	200
	22%	**	**	**	**	**	**	**	**	22%	-%	-%	-%	-%	-%	51%
										bcdef						abcdef
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	188	**	**	**	**	**	**	**	**	188	-	-	-	-	-	188
	20%	**	**	**	**	**	**	**	**	20%	-%	-%	-%	-%	-%	48%
										bcdef						abcdef

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried about being without the fixed line phone service during the switch (P)	186	**	**	**	**	**	**	**	**	186	186	186	93	93	-	-
	20%	**	**	**	**	**	**	**	**	20%	35%	52%	55%	49%	-%	-%
										fg	afg	abfg	abfg	abfg		
Didn't want to pay the initial connection/ start-up fees/ equipment costs	166	**	**	**	**	**	**	**	**	166	166	128	67	61	38	-
	18%	**	**	**	**	**	**	**	**	18%	31%	35%	39%	32%	23%	-%
										g	afg	afg	abfg	afg	g	
Worried about being without the mobile service during the switch (P)	165	**	**	**	**	**	**	**	**	165	-	-	-	-	-	165
	18%	**	**	**	**	**	**	**	**	18%	-%	-%	-%	-%	-%	42%
										bcdef						abcdef
Worried about being without the Pay TV service during the switch (P)	144	**	**	**	**	**	**	**	**	144	144	82	-	82	62	-
	16%	**	**	**	**	**	**	**	**	16%	27%	23%	-%	43%	37%	-%
										dg	adg	adg		abcdg	abcdg	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	131	**	**	**	**	**	**	**	**	131	131	74	-	74	56	-
	14%	**	**	**	**	**	**	**	**	14%	25%	21%	-%	39%	33%	-%
										dg	adg	adg		abcdg	abcdg	
Worried about being without the broadband service during the switch (P)	119	**	**	**	**	**	**	**	**	119	119	119	65	54	-	-
	13%	**	**	**	**	**	**	**	**	13%	22%	33%	38%	28%	-%	-%
										fg	afg	abfg	abefg	abfg		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
NONE OF THESE	117	**	**	**	**	**	**	**	**	117	83	59	7	52	25	34
	13%	**	**	**	**	**	**	**	**	13%	16%	16%	4%	27%	15%	9%
										d	dg	adg		abcdfg	dg	d

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching communication services previously	521	314	208	194	97	120	111	236	280	288	154	80
	57%	49%	75% a	48%	76% a	50%	75% a	56%	57%	47%	73% a	84% ab
Difficulty when contacting my current provider	504	303	202	189	91	114	110	222	280	281	144	80
	55%	47%	73% a	47%	72% a	47%	74% a	53%	57%	46%	68% a	84% ab
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	500	308	193	187	91	121	101	228	268	281	140	79
	54%	48%	70% a	46%	72% a	50%	68% a	54%	55%	46%	66% a	83% ab
Difficulty when contacting potential new providers	500	301	198	186	95	115	103	221	273	283	141	76
	54%	47%	72% a	46%	75% a	48%	69% a	53%	56%	46%	67% a	79% ab
Difficulty cancelling my current service (P)	486	298	188	183	81	115	107	221	262	260	144	82
	53%	46%	68% a	45%	64% a	48%	72% a	53%	54%	42%	69% a	86% ab
Would take too long to research the market	473	281	192	186	88	95	103	209	262	267	130	76
	51%	44%	70% a	46%	70% a	40%	70% a	50%	54%	44%	62% a	80% ab
Not knowing what to do to switch	472	303	169	205	79	98	89	213	254	261	133	78
	51%	47%	61% a	51%	63% a	41%	60% a	51%	52%	43%	63% a	81% ab

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Worried that other devices or products I own would not work with a new service	448 49%	274 43%	174 63% a	169 42%	82 65% a	105 44%	91 61% a	194 46%	252 52%	255 41%	118 56% a	75 79% ab
Didn't want to have to learn to use a new service	442 48%	275 43%	166 60% a	171 42%	81 64% a	104 43%	86 58% a	191 45%	247 51%	270 44%	106 50%	66 69% ab
Lack of choice	434 47%	268 42%	166 60% a	161 40%	72 57% a	106 44%	94 63% a	188 45%	244 50%	240 39%	123 59% a	71 74% ab
I was still in a contract so couldn't leave/ would have to pay to leave	433 47%	283 44%	151 55% a	174 43%	73 57% a	109 45%	78 52%	189 45%	241 49%	232 38%	130 62% a	72 75% ab
Difficulty comparing what other providers were offering	425 46%	259 40%	165 60% a	167 41%	80 63% a	92 38%	85 57% a	195 46%	225 46%	239 39%	115 55% a	71 75% ab
Did not want to pay disconnection charges	416 45%	272 42%	144 52% a	164 41%	63 50% a	108 45%	81 54%	178 42%	231 47%	231 38%	122 58% a	63 66% a
Didn't want to lose content (programmes, apps, photos, data) stored on my device	408 44%	247 38%	162 59% a	151 37%	77 61% a	96 40%	84 57% a	186 44%	219 45%	231 38%	107 51% a	70 73% ab

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Hassle of needing to contact more than one provider to switch	400	239	160	148	73	91	87	191	205	219	115	66
	44%	37%	58%	37%	58%	38%	59%	45%	42%	36%	55%	69%
			a		a		a				a	ab
Worried that I might have to pay two providers at the same time (P)	389	238	151	148	70	91	81	171	215	216	100	74
	42%	37%	55%	37%	55%	38%	55%	41%	44%	35%	47%	77%
			a		a		a				a	ab
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	379	218	160	133	79	85	81	168	209	207	101	71
	41%	34%	58%	33%	62%	35%	55%	40%	43%	34%	48%	75%
			a		a		a				a	ab
It's too time consuming to go through the process of switching from one provider to another	370	225	145	145	75	80	70	171	195	203	110	57
	40%	35%	53%	36%	59%	33%	47%	41%	40%	33%	52%	60%
			a		a		a				a	a
Concern about arranging for the old and new services to start and stop at the same time (P)	357	211	146	137	66	73	81	153	198	202	98	56
	39%	33%	53%	34%	52%	30%	54%	36%	41%	33%	47%	59%
			a		a		a				a	ab
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	319	220	99	220	99	-	-	131	186	162	94	62
	35%	34%	36%	55%	78%	-%	-%	31%	38%	26%	45%	66%
					a				a		a	ab

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to lose my phone number	305	195	110	126	50	69	59	122	180	173	80	51
	33%	30%	40%	31%	40%	29%	40%	29%	37%	28%	38%	53%
			a		a		a		a		a	ab
Worried that the service wouldn't be as good with a new provider	277	135	142	89	64	46	78	132	142	157	73	47
	30%	21%	51%	22%	50%	19%	53%	31%	29%	26%	35%	49%
			a		a		a				a	ab
I negotiated/ accepted a deal with my current provider	275	-	275	-	127	-	149	132	140	182	60	34
	30%	-%	100%	-%	100%	-%	100%	31%	29%	30%	29%	35%
			a		a		a					
There wasn't enough cost difference for it to be worth switching	260	143	116	97	62	46	54	119	139	152	64	44
	28%	22%	42%	24%	49%	19%	36%	28%	29%	25%	30%	46%
			a		a		a					ab
Current provider has the best quality of service	259	117	141	75	68	42	73	122	135	163	58	37
	28%	18%	51%	19%	54%	18%	49%	29%	28%	27%	28%	39%
			a		a		a					ab
Did not want to have to install new equipment myself	247	167	80	167	80	-	-	108	138	134	73	40
	27%	26%	29%	41%	63%	-%	-%	26%	28%	22%	35%	42%
					a						a	a
Current provider is still the best deal/ cheapest	241	114	127	68	57	46	70	117	120	154	58	28
	26%	18%	46%	17%	45%	19%	47%	28%	25%	25%	28%	30%
			a		a		a					

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to have to get an engineer to install new equipment	240	158	82	158	82	-	-	109	130	128	70	43
	26%	25%	30%	39%	65%	-%	-%	26%	27%	21%	33%	45%
					a						a	ab
Prefer to stay with a trusted/ known provider	240	114	126	75	60	40	66	120	119	150	61	29
	26%	18%	46%	19%	48%	16%	44%	29%	24%	24%	29%	30%
			a		a		a					
Did not want to lose the email address I had from my broadband provider	216	156	60	156	60	-	-	78	136	113	64	39
	23%	24%	22%	39%	47%	-%	-%	19%	28%	18%	31%	40%
					a				a		a	a
Needing to unlock my handset to take it with me	201	103	98	-	-	103	98	96	104	130	45	26
	22%	16%	36%	-%	-%	43%	66%	23%	21%	21%	21%	27%
			a				a					
I couldn't afford/ didn't want to pay off my handset in one lump sum	200	106	94	-	-	106	94	102	95	124	46	30
	22%	16%	34%	-%	-%	44%	63%	24%	20%	20%	22%	32%
			a				a					ab
I'm still in my handset contract period	200	108	92	-	-	108	92	94	103	120	54	26
	22%	17%	33%	-%	-%	45%	62%	22%	21%	20%	26%	27%
			a				a				a	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	188	98	90	-	-	98	90	96	91	115	46	27
	20%	15%	33%	-%	-%	41%	61%	23%	19%	19%	22%	29%
			a				a					a

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Worried about being without the fixed line phone service during the switch (P)	186	127	59	127	59	-	-	74	112	94	57	36
	20%	20%	21%	32%	46%	-%	-%	18%	23%	15%	27%	37%
					a				a		a	ab
Didn't want to pay the initial connection/ start-up fees/ equipment costs	166	108	59	108	59	-	-	76	91	84	56	27
	18%	17%	21%	27%	46%	-%	-%	18%	19%	14%	26%	28%
					a						a	a
Worried about being without the mobile service during the switch (P)	165	92	72	-	-	92	72	81	81	100	38	26
	18%	14%	26%	-%	-%	38%	49%	19%	17%	16%	18%	27%
			a									ab
Worried about being without the Pay TV service during the switch (P)	144	104	40	104	40	-	-	60	83	79	43	21
	16%	16%	15%	26%	32%	-%	-%	14%	17%	13%	21%	23%
											a	a
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	131	88	43	88	43	-	-	59	72	77	32	22
	14%	14%	16%	22%	34%	-%	-%	14%	15%	13%	15%	23%
					a							a
Worried about being without the broadband service during the switch (P)	119	78	41	78	41	-	-	52	67	48	44	27
	13%	12%	15%	19%	33%	-%	-%	12%	14%	8%	21%	29%
					a						a	a

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
NONE OF THESE	117	117	-	83	-	34	-	69	46	101	16	-
	13%	18%	-%	21%	-%	14%	-%	16%	9%	17%	8%	-%
		b		b		b		b		bc	c	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching communication services previously	521	170	163	79	108	333	187	441	**	**	**	447	75	139	341
	57%	48%	67%	50%	68%	56%	59%	55%	**	**	**	55%	71%	48%	64%
			acef		acef	a	ac						a		a
Difficulty when contacting my current provider	504	167	156	82	97	323	179	434	**	**	**	432	73	143	321
	55%	47%	64%	52%	61%	54%	57%	55%	**	**	**	53%	69%	50%	60%
			acef		a	a	a						a		a
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	500	160	157	81	100	318	181	421	**	**	**	432	68	137	329
	54%	45%	65%	52%	63%	53%	57%	53%	**	**	**	53%	64%	48%	62%
			acef		ace	a	a						a		a
Difficulty when contacting potential new providers	500	163	159	80	95	321	175	426	**	**	**	435	64	146	317
	54%	45%	66%	51%	60%	54%	56%	54%	**	**	**	54%	61%	51%	59%
			acef		a	a	a								a
Difficulty cancelling my current service (P)	486	157	147	80	99	304	180	412	**	**	**	420	66	135	315
	53%	44%	61%	51%	63%	51%	57%	52%	**	**	**	52%	63%	47%	59%
			ace		ace	a	ae						a		a
Would take too long to research the market	473	155	142	83	92	297	174	407	**	**	**	410	63	140	296
	51%	43%	59%	53%	58%	50%	55%	51%	**	**	**	50%	60%	49%	55%
			ae	a	ae	a	a						a		a
Not knowing what to do to switch	472	156	141	88	84	297	172	398	**	**	**	404	68	135	303
	51%	44%	58%	56%	53%	50%	55%	50%	**	**	**	50%	64%	47%	57%
			ae	a	a	a	a						a		a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that other devices or products I own would not work with a new service	448 49%	140 39%	146 60% acef	76 48% a	85 54% a	286 48% a	161 51% a	385 48%	** **	** **	** **	386 47%	62 59% a	134 46%	284 53% a
Didn't want to have to learn to use a new service	442 48%	140 39%	142 59% acef	76 49% a	83 53% a	282 47% a	159 51% a	376 47%	** **	** **	** **	374 46%	67 64% a	125 43%	284 53% a
Lack of choice	434 47%	144 40%	131 54% ace	70 45%	86 55% ace	275 46% a	157 50% a	372 47%	** **	** **	** **	380 47%	54 51%	119 41%	283 53% a
I was still in a contract so couldn't leave/ would have to pay to leave	433 47%	151 42%	137 56% acef	68 43%	76 48%	288 48%	144 46%	374 47%	** **	** **	** **	366 45%	67 63% a	119 41%	281 53% a
Difficulty comparing what other providers were offering	425 46%	147 41%	132 54% acef	67 43%	78 49%	279 46%	145 46%	360 45%	** **	** **	** **	363 45%	62 58% a	127 44%	268 50%
Did not want to pay disconnection charges	416 45%	137 38%	136 56% acef	61 39%	80 50% ac	273 46% a	141 45%	353 44%	** **	** **	** **	362 44%	54 51%	111 38%	271 51% a
Didn't want to lose content (programmes, apps, photos, data) stored on my device	408 44%	132 37%	123 51% ae	75 48% a	76 48% a	255 42% a	151 48% a	347 44%	** **	** **	** **	349 43%	59 56% a	111 39%	264 49% a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Hassle of needing to contact more than one provider to switch	400	131	126	59	81	257	141	339	**	**	**	339	61	117	254
	44%	37%	52%	38%	52%	43%	45%	43%	**	**	**	42%	58%	41%	48%
			acef		ace	a	a						a		a
Worried that I might have to pay two providers at the same time (P)	389	139	114	65	69	253	134	331	**	**	**	334	55	109	250
	42%	39%	47%	42%	44%	42%	43%	42%	**	**	**	41%	52%	38%	47%
			a										a		a
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	379	117	120	66	75	237	142	317	**	**	**	327	52	108	244
	41%	33%	50%	42%	48%	39%	45%	40%	**	**	**	40%	49%	38%	46%
			ae	a	ae	a	a						a		a
It's too time consuming to go through the process of switching from one provider to another	370	126	113	61	69	239	130	316	**	**	**	321	49	107	234
	40%	35%	47%	39%	44%	40%	41%	40%	**	**	**	39%	46%	37%	44%
			ae		a										a
Concern about arranging for the old and new services to start and stop at the same time (P)	357	107	110	71	68	217	139	303	**	**	**	309	48	102	231
	39%	30%	45%	45%	43%	36%	44%	38%	**	**	**	38%	45%	35%	43%
			ae	ae	a	a	ae								a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	319	107	93	60	59	200	119	278	**	**	**	270	48	103	197
	35%	30%	38%	38%	37%	33%	38%	35%	**	**	**	33%	46%	36%	37%
			a	a			a						a		

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to lose my phone number	305	95	96	53	57	191	111	260	**	**	**	262	43	75	213
	33%	27%	40%	34%	36%	32%	35%	33%	**	**	**	32%	41%	26%	40%
			ae		a	a	a						a		a
Worried that the service wouldn't be as good with a new provider	277	96	82	45	53	178	97	243	**	**	**	247	30	77	166
	30%	27%	34%	28%	33%	30%	31%	31%	**	**	**	30%	29%	27%	31%
			a												
I negotiated/ accepted a deal with my current provider	275	85	80	42	65	165	107	242	**	**	**	241	34	92	151
	30%	24%	33%	27%	41%	28%	34%	30%	**	**	**	30%	33%	32%	28%
			a		ace		ae								
There wasn't enough cost difference for it to be worth switching	260	83	70	57	49	153	106	218	**	**	**	225	35	80	155
	28%	23%	29%	36%	31%	25%	34%	27%	**	**	**	28%	33%	28%	29%
				ae	a		ae								
Current provider has the best quality of service	259	86	68	42	62	154	104	230	**	**	**	226	32	82	150
	28%	24%	28%	27%	39%	26%	33%	29%	**	**	**	28%	31%	28%	28%
					abce		ae								
Did not want to have to install new equipment myself	247	76	78	47	46	154	93	208	**	**	**	207	40	77	153
	27%	21%	32%	30%	29%	26%	29%	26%	**	**	**	25%	38%	27%	29%
			ae	a	a		a						a		
Current provider is still the best deal/ cheapest	241	81	60	46	52	141	98	211	**	**	**	211	30	71	138
	26%	23%	25%	30%	33%	23%	31%	27%	**	**	**	26%	29%	25%	26%
					abe		ae								

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to have to get an engineer to install new equipment	240	82	66	49	45	147	93	207	**	**	**	206	34	78	145
	26%	23%	27%	31%	28%	25%	30%	26%	**	**	**	25%	32%	27%	27%
				a			a								
Prefer to stay with a trusted/ known provider	240	74	68	48	49	143	97	211	**	**	**	214	26	80	139
	26%	21%	28%	30%	31%	24%	31%	27%	**	**	**	26%	24%	28%	26%
			a	a	ae		ae								
Did not want to lose the email address I had from my broadband provider	216	68	70	41	37	138	78	184	**	**	**	181	35	66	139
	23%	19%	29%	26%	24%	23%	25%	23%	**	**	**	22%	33%	23%	26%
			ae	a			a						a		
Needing to unlock my handset to take it with me	201	63	70	28	38	133	66	170	**	**	**	174	27	52	130
	22%	17%	29%	18%	24%	22%	21%	21%	**	**	**	21%	25%	18%	24%
			acef			a									a
I couldn't afford/ didn't want to pay off my handset in one lump sum	200	67	58	38	35	125	74	170	**	**	**	176	25	48	128
	22%	19%	24%	24%	22%	21%	23%	21%	**	**	**	22%	23%	17%	24%
															a
I'm still in my handset contract period	200	65	66	31	38	131	69	171	**	**	**	178	21	47	135
	22%	18%	27%	20%	24%	22%	22%	21%	**	**	**	22%	20%	16%	25%
			a												a
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	188	59	66	23	41	125	63	160	**	**	**	165	23	45	125
	20%	16%	27%	14%	26%	21%	20%	20%	**	**	**	20%	21%	16%	23%
			acef		ac	c									a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried about being without the fixed line phone service during the switch (P)	186	55	58	36	37	113	73	159	**	**	**	153	33	57	122
	20%	15%	24%	23%	23%	19%	23%	20%	**	**	**	19%	31%	20%	23%
			a	a	a		a						a		
Didn't want to pay the initial connection/ start-up fees/ equipment costs	166	55	44	34	33	99	67	140	**	**	**	142	24	52	105
	18%	15%	18%	22%	21%	17%	21%	18%	**	**	**	17%	23%	18%	20%
				a			ae								
Worried about being without the mobile service during the switch (P)	165	53	50	33	28	103	61	141	**	**	**	148	17	43	106
	18%	15%	21%	21%	18%	17%	19%	18%	**	**	**	18%	16%	15%	20%
			a	a											a
Worried about being without the Pay TV service during the switch (P)	144	49	41	30	24	90	54	124	**	**	**	125	19	43	88
	16%	14%	17%	19%	15%	15%	17%	16%	**	**	**	15%	18%	15%	16%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	131	46	31	25	29	77	54	112	**	**	**	116	15	41	74
	14%	13%	13%	16%	18%	13%	17%	14%	**	**	**	14%	14%	14%	14%
							e								
Worried about being without the broadband service during the switch (P)	119	35	35	25	24	70	50	101	**	**	**	98	21	34	78
	13%	10%	14%	16%	15%	12%	16%	13%	**	**	**	12%	20%	12%	15%
				a	a		ae						a		

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Significance Level: 95%															
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
NONE OF THESE	117	73	20	13	11	92	24	105	**	**	**	114	3	34	66
	13%	20%	8%	8%	7%	15%	8%	13%	**	**	**	14%	3%	12%	12%
		bcdef				bcd						b			

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	919	-	-	-	-	-	-	-	-	-	-
Lack of choice	185	**	**	**	**	**	**	**	**	**	**
20%	20%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	104	**	**	**	**	**	**	**	**	**	**
20%	20%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	179	**	**	**	**	**	**	**	**	**	**
20%	20%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	349	**	**	**	**	**	**	**	**	**	**
38%	38%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	419	**	**	**	**	**	**	**	**	**	**
46%	46%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	348	**	**	**	**	**	**	**	**	**	**
38%	38%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	423	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	164	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	183	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	88	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	86	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	347	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	99	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	83	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	115	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	360	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	86	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	254	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Base	750	-	-	-	-	-	-	-	-	-	-

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	244	**	**	**	**	**	**	**	**	**	**
33%	33%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	165	**	**	**	**	**	**	**	**	**	**
31%	31%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	101	**	**	**	**	**	**	**	**	**	**
26%	26%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	81	**	**	**	**	**	**	**	**	**	**
21%	21%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	187	**	**	**	**	**	**	**	**	**	**
20%	20%	**	**	**	**	**	**	**	**	**	**
Base	360	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	109	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	218	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	189	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	250	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	132	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	120	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	235	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	222	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	193	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	175	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	364	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	919	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	220	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	177	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	182	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	224	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	192	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	245	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	361	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	63	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Lack of choice	185	**	**	**	**	**	**	**	**	185	124	74	25	49	50	61
	20%	**	**	**	**	**	**	**	**	20%	23%	20%	15%	26%	30%	16%
										d	dg	d		adg	abcdg	
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	104	**	**	**	**	**	**	**	**	104	104	59	20	39	45	**
	20%	**	**	**	**	**	**	**	**	20%	20%	16%	12%	20%	26%	**
										d	d			d	abcd	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Not knowing what to do to switch	179	**	**	**	**	**	**	**	**	179	102	60	25	35	42	77
	20%	**	**	**	**	**	**	**	**	20%	19%	17%	15%	18%	25%	20%
										d					abcd	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
There wasn't enough cost difference for it to be worth switching	349	**	**	**	**	**	**	**	**	349	201	135	61	74	66	148
	38%	**	**	**	**	**	**	**	**	38%	38%	37%	36%	39%	39%	38%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Current provider is still the best deal/cheapest	419	**	**	**	**	**	**	**	**	419	237	173	81	93	63	182
	46%	**	**	**	**	**	**	**	**	46%	45%	48%	47%	49%	38%	47%
										f	f	f	f	f		f
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Current provider has the best quality of service	348	**	**	**	**	**	**	**	**	348	202	136	63	73	66	146
	38%	**	**	**	**	**	**	**	**	38%	38%	38%	37%	38%	39%	38%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I negotiated/ accepted a deal with my current provider	423	**	**	**	**	**	**	**	**	423	280	202	88	114	78	143
	46%	**	**	**	**	**	**	**	**	46%	53%	56%	52%	60%	46%	37%
										g	afg	afg	g	abdfg	g	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Would take too long to research the market	164	**	**	**	**	**	**	**	**	164	96	52	17	35	44	68
	18%	**	**	**	**	**	**	**	**	18%	18%	14%	10%	18%	26%	18%
										d	d			d	abcdeg	d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty comparing what other providers were offering	183	**	**	**	**	**	**	**	**	183	99	59	22	37	40	84
	20%	**	**	**	**	**	**	**	**	20%	19%	16%	13%	19%	24%	22%
										d	d			d	cd	cd
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
I'm still in my handset contract period	88	**	**	**	**	**	**	**	**	88	**	**	**	**	**	88
	23%	**	**	**	**	**	**	**	**	23%	**	**	**	**	**	23%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
I couldn't afford/ didn't want to pay off my handset in one lump sum	86	**	**	**	**	**	**	**	**	86	**	**	**	**	**	86
	22%	**	**	**	**	**	**	**	**	22%	**	**	**	**	**	22%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that the service wouldn't be as good with a new provider	347	**	**	**	**	**	**	**	**	347	192	131	57	74	61	155
	38%	**	**	**	**	**	**	**	**	38%	36%	36%	33%	39%	36%	40%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Worried about being without the mobile service during the switch (P)	99	**	**	**	**	**	**	**	**	99	**	**	**	**	**	99
	25%	**	**	**	**	**	**	**	**	25%	**	**	**	**	**	25%
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Worried about being without the fixed line phone service during the switch (P)	83	**	**	**	**	**	**	**	**	83	83	83	37	46	**	**
	23%	**	**	**	**	**	**	**	**	23%	23%	23%	22%	24%	**	**
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Worried about being without the broadband service during the switch (P)	115	**	**	**	**	**	**	**	**	115	115	115	47	68	**	**
	32%	**	**	**	**	**	**	**	**	32%	32%	32%	27%	36% d	**	**
Base	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-
Worried about being without the Pay TV service during the switch (P)	86	**	**	**	**	**	**	**	**	86	86	46	**	46	39	**
	24%	**	**	**	**	**	**	**	**	24%	24%	24%	**	24%	23%	**
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that I might have to pay two providers at the same time (P)	254	**	**	**	**	**	**	**	**	254	149	93	39	54	56	105
	28%	**	**	**	**	**	**	**	**	28%	28%	26%	23%	28%	33% cd	27%
Base	750	-	-	-	-	-	-	-	-	750	361	361	170	191	-	389
Did not want to lose my phone number	244	**	**	**	**	**	**	**	**	244	93	93	39	53	**	152
	33%	**	**	**	**	**	**	**	**	33%	26%	26%	23%	28%	**	39% abcde
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	165	**	**	**	**	**	**	**	**	165	165	106	46	60	59	**
	31%	**	**	**	**	**	**	**	**	31%	31%	29%	27%	31%	35% d	**
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	101	**	**	**	**	**	**	**	**	101	**	**	**	**	**	101
	26%	**	**	**	**	**	**	**	**	26%	**	**	**	**	**	26%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Needing to unlock my handset to take it with me	81	**	**	**	**	**	**	**	**	81	**	**	**	**	**	81
	21%	**	**	**	**	**	**	**	**	21%	**	**	**	**	**	21%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Didn't want to have to learn to use a new service	187	**	**	**	**	**	**	**	**	187	109	72	24	48	37	78
	20%	**	**	**	**	**	**	**	**	20%	21%	20%	14%	25%	22%	20%
										d	d	d		d	d	d
Base	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	109	**	**	**	**	**	**	**	**	109	109	55	**	55	54	**
	30%	**	**	**	**	**	**	**	**	30%	30%	29%	**	29%	32%	**
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Didn't want to lose content (programmes, apps, photos, data) stored on my device	218	**	**	**	**	**	**	**	**	218	115	63	24	39	51	104
	24%	**	**	**	**	**	**	**	**	24%	22%	17%	14%	21%	30%	27%
										cd	d			d	abcde	cd
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that other devices or products I own would not work with a new service	189	**	**	**	**	**	**	**	**	189	104	62	26	36	43	85
	21%	**	**	**	**	**	**	**	**	21%	20%	17%	15%	19%	25%	22%
										d					bcd	d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Concern about arranging for the old and new services to start and stop at the same time (P)	250	**	**	**	**	**	**	**	**	250	136	89	37	52	47	114
	27%	**	**	**	**	**	**	**	**	27%	26%	25%	22%	27%	28%	29%
																d

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE			NON-KEY SWITCHERS					DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Did not want to have to install new equipment myself	132	**	**	**	**	**	**	**	**	132	132	75	29	46	57	**
	25%	**	**	**	**	**	**	**	**	25%	25%	21%	17%	24%	34%	**
										d	d			d	abcde	
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Did not want to have to get an engineer to install new equipment	120	**	**	**	**	**	**	**	**	120	120	77	34	43	43	**
	23%	**	**	**	**	**	**	**	**	23%	23%	21%	20%	22%	26%	**
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
It's too time consuming to go through the process of switching from one provider to another	235	**	**	**	**	**	**	**	**	235	129	85	36	49	44	106
	26%	**	**	**	**	**	**	**	**	26%	24%	23%	21%	26%	26%	27%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I was still in a contract so couldn't leave/ would have to pay to leave	222	**	**	**	**	**	**	**	**	222	136	92	39	53	44	86
	24%	**	**	**	**	**	**	**	**	24%	26%	25%	23%	28%	26%	22%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting my current provider	193	**	**	**	**	**	**	**	**	193	113	65	23	42	48	80
	21%	**	**	**	**	**	**	**	**	21%	21%	18%	13%	22%	29%	20%
										d	d			d	abcdg	d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting potential new providers	175	**	**	**	**	**	**	**	**	175	105	62	24	38	43	70
	19%	**	**	**	**	**	**	**	**	19%	20%	17%	14%	20%	25%	18%
										d	d			abcdg		
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Prefer to stay with a trusted/ known provider	364	**	**	**	**	**	**	**	**	364	198	134	63	71	64	166
	40%	**	**	**	**	**	**	**	**	40%	37%	37%	37%	37%	38%	43%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	220	**	**	**	**	**	**	**	**	220	123	82	31	51	41	97
	24%	**	**	**	**	**	**	**	**	24%	23%	23%	18%	27%	24%	25%
										d				d		d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching communication services previously	177	**	**	**	**	**	**	**	**	177	108	68	27	41	40	69
	19%	**	**	**	**	**	**	**	**	19%	20%	19%	16%	22%	24%	18%
														d		
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	182	**	**	**	**	**	**	**	**	182	104	62	27	35	42	78
	20%	**	**	**	**	**	**	**	**	20%	20%	17%	16%	18%	25%	20%
														abcde		
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Hassle of needing to contact more than one provider to switch	224	**	**	**	**	**	**	**	**	224	131	85	33	51	46	92
	24%	**	**	**	**	**	**	**	**	24%	25%	24%	20%	27% d	27% d	24%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty cancelling my current service (P)	192	**	**	**	**	**	**	**	**	192	117	71	23	47	46	75
	21%	**	**	**	**	**	**	**	**	21% d	22% d	20% d	14%	25% d	27% acd	19% g
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to pay disconnection charges	245	**	**	**	**	**	**	**	**	245	148	94	40	54	54	97
	27%	**	**	**	**	**	**	**	**	27%	28%	26%	24%	28%	32% d	25%
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Did not want to lose the email address I had from my broadband provider	63	**	**	**	**	**	**	**	**	63	63	63	27	36	**	**
	18%	**	**	**	**	**	**	**	**	18%	18%	18%	16%	19%	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Lack of choice	185	150	35	103	21	47	14	92	91	151	26	9
	20%	23%	13%	25%	17%	20%	9%	22%	19%	25%	12%	9%
		b		b		b				bc		
Base	530	404	127	404	127	-	-	246	282	337	128	65
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	104	89	15	89	15	**	**	62	41	89	14	1
	20%	22%	12%	22%	12%	**	**	25%	15%	26%	11%	1%
		b		b				b		bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Not knowing what to do to switch	179	142	38	86	16	56	21	90	89	146	28	5
	20%	22%	14%	21%	13%	23%	14%	21%	18%	24%	13%	5%
		b		b						bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
There wasn't enough cost difference for it to be worth switching	349	273	76	172	29	102	47	156	192	245	70	33
	38%	42%	28%	42%	23%	42%	31%	37%	39%	40%	34%	35%
		b		b								
Base	919	644	275	404	127	240	149	421	488	614	210	95
Current provider is still the best deal/ cheapest	419	327	92	199	37	127	55	194	219	265	103	52
	46%	51%	33%	49%	30%	53%	37%	46%	45%	43%	49%	54%
		b		b		b						a
Base	919	644	275	404	127	240	149	421	488	614	210	95

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Current provider has the best quality of service	348	280	68	170	32	110	36	165	179	244	75	29
	38%	43%	25%	42%	25%	46%	25%	39%	37%	40%	36%	31%
		b		b		b						
Base	919	644	275	404	127	240	149	421	488	614	210	95
I negotiated/ accepted a deal with my current provider	423	423	-	280	-	143	-	188	234	266	104	53
	46%	66%	-%	69%	-%	60%	-%	45%	48%	43%	49%	56%
		b		b		b						a
Base	919	644	275	404	127	240	149	421	488	614	210	95
Would take too long to research the market	164	141	23	84	12	57	11	88	70	135	26	3
	18%	22%	8%	21%	9%	24%	8%	21%	14%	22%	13%	3%
		b		b		b		b		bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty comparing what other providers were offering	183	153	31	88	11	65	19	90	88	144	33	6
	20%	24%	11%	22%	9%	27%	13%	21%	18%	23%	16%	6%
		b		b		b				bc	c	
Base	389	240	149	-	-	240	149	175	206	276	82	30
I'm still in my handset contract period	88	65	23	**	**	65	23	43	45	73	**	**
	23%	27%	16%	**	**	27%	16%	25%	22%	26%	**	**
		b				b						
Base	389	240	149	-	-	240	149	175	206	276	82	30
I couldn't afford/ didn't want to pay off my handset in one lump sum	86	63	23	**	**	63	23	30	55	77	**	**
	22%	26%	15%	**	**	26%	15%	17%	27%	28%	**	**
		b				b						

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that the service wouldn't be as good with a new provider	347	276	71	163	29	113	42	160	182	246	76	26
	38%	43%	26%	40%	23%	47%	28%	38%	37%	40%	36%	27%
		b		b		b				c		
Base	389	240	149	-	-	240	149	175	206	276	82	30
Worried about being without the mobile service during the switch (P)	99	67	32	**	**	67	32	36	61	82	**	**
	25%	28%	22%	**	**	28%	22%	21%	30%	30%	**	**
Base	361	281	81	281	81	-	-	158	202	209	94	59
Worried about being without the fixed line phone service during the switch (P)	83	75	8	75	8	**	**	37	44	59	15	**
	23%	27%	9%	27%	9%	**	**	24%	22%	28%	16%	**
		b		b						b		
Base	361	281	81	281	81	-	-	158	202	209	94	59
Worried about being without the broadband service during the switch (P)	115	96	19	96	19	**	**	49	65	76	24	**
	32%	34%	24%	34%	24%	**	**	31%	32%	36%	26%	**
		b		b						b		
Base	360	283	77	283	77	-	-	173	185	251	80	29
Worried about being without the Pay TV service during the switch (P)	86	73	13	73	13	**	**	50	35	69	13	**
	24%	26%	16%	26%	16%	**	**	29%	19%	28%	17%	**
		b		b				b		b		

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that I might have to pay two providers at the same time (P)	254	202	53	124	25	77	27	122	128	193	49	13
	28%	31%	19%	31%	20%	32%	18%	29%	26%	31%	23%	13%
		b		b		b				bc	c	
Base	750	521	229	281	81	240	149	333	408	485	176	89
Did not want to lose my phone number	244	179	65	76	17	103	49	124	117	168	50	26
	33%	34%	28%	27%	21%	43%	33%	37%	29%	35%	28%	30%
								b				
Base	530	404	127	404	127	-	-	246	282	337	128	65
Didn't want to pay the initial connection/ start-up fees/ equipment costs	165	137	28	137	28	**	**	79	84	110	38	17
	31%	34%	22%	34%	22%	**	**	32%	30%	33%	29%	26%
		b		b								
Base	389	240	149	-	-	240	149	175	206	276	82	30
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	101	73	28	**	**	73	28	33	64	90	**	**
	26%	30%	19%	**	**	30%	19%	19%	31%	33%	**	**
		b				b			a			
Base	389	240	149	-	-	240	149	175	206	276	82	30
Needing to unlock my handset to take it with me	81	64	17	**	**	64	17	36	44	74	**	**
	21%	27%	12%	**	**	27%	12%	21%	21%	27%	**	**
		b				b						

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Didn't want to have to learn to use a new service	187	154	33	97	12	57	21	90	96	143	35	9
	20%	24%	12%	24%	9%	24%	14%	21%	20%	23%	17%	10%
		b		b						bc		
Base	360	283	77	283	77	-	-	173	185	251	80	29
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	109	95	14	95	14	**	**	58	49	84	22	**
	30%	33%	18%	33%	18%	**	**	33%	26%	34%	27%	**
		b		b								
Base	919	644	275	404	127	240	149	421	488	614	210	95
Didn't want to lose content (programmes, apps, photos, data) stored on my device	218	173	45	97	17	76	28	94	119	169	41	8
	24%	27%	17%	24%	14%	31%	19%	22%	24%	28%	20%	8%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that other devices or products I own would not work with a new service	189	149	40	89	15	60	25	98	90	157	29	3
	21%	23%	15%	22%	12%	25%	17%	23%	18%	26%	14%	3%
		b		b				b		bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Concern about arranging for the old and new services to start and stop at the same time (P)	250	192	58	112	24	80	34	118	130	179	51	20
	27%	30%	21%	28%	19%	33%	23%	28%	27%	29%	24%	21%
		b		b								
Base	530	404	127	404	127	-	-	246	282	337	128	65
Did not want to have to install new equipment myself	132	107	25	107	25	**	**	69	62	93	26	13
	25%	27%	20%	27%	20%	**	**	28%	22%	27%	20%	20%
		b		b				b		b		
Base	530	404	127	404	127	-	-	246	282	337	128	65
Did not want to have to get an engineer to install new equipment	120	102	18	102	18	**	**	59	60	89	21	10
	23%	25%	14%	25%	14%	**	**	24%	21%	26%	17%	15%
		b		b						bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95
It's too time consuming to go through the process of switching from one provider to another	235	186	49	109	20	77	29	114	119	171	51	14
	26%	29%	18%	27%	16%	32%	20%	27%	24%	28%	24%	14%
		b		b		b				c	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
I was still in a contract so couldn't leave/ would have to pay to leave	222	174	48	110	26	64	23	101	118	174	36	11
	24%	27%	18%	27%	20%	26%	15%	24%	24%	28%	17%	12%
		b		b		b				bc		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty when contacting my current provider	193	165	28	98	15	67	13	109	79	155	33	5
	21%	26%	10%	24%	12%	28%	8%	26%	16%	25%	16%	5%
		b		b		b		b		bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty when contacting potential new providers	175	145	30	93	12	52	18	92	80	148	25	2
	19%	22%	11%	23%	9%	22%	12%	22%	16%	24%	12%	2%
		b		b		b		b		bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Prefer to stay with a trusted/ known provider	364	292	72	171	28	122	44	170	187	235	82	47
	40%	45%	26%	42%	22%	51%	30%	40%	38%	38%	39%	49%
		b		b		b						a
Base	919	644	275	404	127	240	149	421	488	614	210	95
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	220	184	36	112	11	72	25	102	112	166	45	9
	24%	29%	13%	28%	8%	30%	17%	24%	23%	27%	21%	9%
		b		b		b				c	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching communication services previously	177	151	26	96	12	55	14	90	85	148	23	6
	19%	23%	9%	24%	10%	23%	9%	21%	17%	24%	11%	6%
		b		b		b				bc		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	182	142	39	89	15	53	25	96	82	147	28	7
	20%	22%	14%	22%	12%	22%	17%	23%	17%	24%	13%	8%
		b		b				b		bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95
Hassle of needing to contact more than one provider to switch	224	187	36	109	22	78	14	99	121	174	40	10
	24%	29%	13%	27%	17%	33%	10%	23%	25%	28%	19%	10%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty cancelling my current service (P)	192	159	33	99	18	60	15	96	93	160	27	5
	21%	25%	12%	25%	14%	25%	10%	23%	19%	26%	13%	5%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to pay disconnection charges	245	189	56	119	29	70	26	117	126	188	40	17
	27%	29%	20%	29%	23%	29%	18%	28%	26%	31%	19%	18%
		b				b				bc		
Base	361	281	81	281	81	-	-	158	202	209	94	59
Did not want to lose the email address I had from my broadband provider	63	54	9	54	9	**	**	36	28	38	15	**
	18%	19%	12%	19%	12%	**	**	22%	14%	18%	16%	**
		b		b				b				

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Lack of choice	185	85	43	31	25	128	56	160	**	**	**	167	18	60	102
	20%	24%	18%	20%	16%	21%	18%	20%	**	**	**	20%	17%	21%	19%
		bdf													
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	104	61	16	16	11	77	27	91	**	**	**	97	7	36	53
	20%	28%	12%	17%	13%	22%	15%	20%	**	**	**	21%	11%	21%	17%
		bcdef				bdf						b			
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Not knowing what to do to switch	179	84	33	30	32	117	61	154	**	**	**	169	11	63	94
	20%	24%	13%	19%	20%	19%	19%	19%	**	**	**	21%	10%	22%	18%
		b			b	b	b					b			
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
There wasn't enough cost difference for it to be worth switching	349	155	92	49	53	246	103	302	**	**	**	310	39	106	212
	38%	43%	38%	31%	34%	41%	33%	38%	**	**	**	38%	36%	37%	40%
		cdf				cf									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Current provider is still the best deal/cheapest	419	169	118	63	68	287	132	358	**	**	**	368	51	144	245
	46%	47%	49%	40%	43%	48%	42%	45%	**	**	**	45%	48%	50%	46%
		c				cf									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Current provider has the best quality of service	348	142	95	59	50	237	109	287	**	**	**	311	38	115	194
	38%	40%	39%	38%	32%	39% d	35%	36%	**	**	**	38%	36%	40%	36%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I negotiated/ accepted a deal with my current provider	423	170	119	75	58	290	133	362	**	**	**	377	46	129	265
	46%	48% d	49% d	48% d	37%	48% d	42%	46%	**	**	**	46%	44%	45%	50%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Would take too long to research the market	164	83	33	23	25	116	48	138	**	**	**	150	14	62	78
	18%	23% bcd	14%	15%	16%	19% b	15%	17%	**	**	**	18%	13%	21% b	15%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty comparing what other providers were offering	183	82	35	31	34	117	64	158	**	**	**	165	18	69	85
	20%	23% b	14%	20%	21% b	19% b	20% b	20%	**	**	**	20%	17%	24% b	16%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
I'm still in my handset contract period	88	29	**	**	**	56	31	76	**	**	**	79	**	**	40
	23%	21%	**	**	**	22%	23%	23%	**	**	**	23%	**	**	18%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
I couldn't afford/ didn't want to pay off my handset in one lump sum	86	36	**	**	**	59	26	73	**	**	**	78	**	**	45
	22%	26%	**	**	**	24%	19%	22%	**	**	**	22%	**	**	20%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that the service wouldn't be as good with a new provider	347	135	93	58	60	227	119	298	**	**	**	306	41	107	206
	38%	38%	38%	37%	38%	38%	38%	37%	**	**	**	38%	39%	37%	39%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Worried about being without the mobile service during the switch (P)	99	41	**	**	**	68	31	89	**	**	**	90	**	**	48
	25%	30%	**	**	**	27%	23%	26%	**	**	**	26%	**	**	22%
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Worried about being without the fixed line phone service during the switch (P)	83	42	17	16	**	59	24	77	**	**	**	73	**	25	48
	23%	29%	17%	25%	**	24%	20%	24%	**	**	**	23%	**	21%	22%
		bf													
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Worried about being without the broadband service during the switch (P)	115	55	29	16	**	83	32	101	**	**	**	100	**	42	64
	32%	37%	30%	25%	**	34%	27%	32%	**	**	**	32%	**	36%	29%
		cf													
Base	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
Worried about being without the Pay TV service during the switch (P)	86	44	13	13	**	58	28	75	**	**	**	77	**	33	44
	24%	27%	17%	21%	**	24%	24%	24%	**	**	**	24%	**	29%	21%
		b												b	

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that I might have to pay two providers at the same time (P)	254	102	56	49	47	158	96	218	**	**	**	223	31	98	122
	28%	29%	23%	31% b	29%	26%	30% b	27%	**	**	**	27%	29%	34% b	23%
Base	750	284	208	126	128	492	255	650	54	36	10	660	90	234	441
Did not want to lose my phone number	244	104	54	45	41	158	86	211	**	**	**	214	30	89	123
	33%	37% b	26%	35% b	32%	32%	34% b	32%	**	**	**	32%	33%	38% b	28%
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Didn't want to pay the initial connection/ start-up fees/ equipment costs	165	79	35	30	21	114	51	142	**	**	**	145	20	58	90
	31%	36% bdf	26%	32%	25%	32%	28%	31%	**	**	**	31%	31%	34%	29%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	101	39	**	**	**	60	37	88	**	**	**	89	**	**	48
	26%	28%	**	**	**	24%	27%	26%	**	**	**	26%	**	**	22%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Needing to unlock my handset to take it with me	81	36	**	**	**	50	31	70	**	**	**	77	**	**	38
	21%	26%	**	**	**	20%	23%	21%	**	**	**	22%	**	**	17%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to have to learn to use a new service	187	86	42	30	29	128	59	164	**	**	**	176	11	66	96
	20%	24%	17%	19%	18%	21%	19%	21%	**	**	**	22%	11%	23%	18%
		b										b			
Base	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	109	54	28	13	**	83	26	95	**	**	**	100	**	40	63
	30%	33%	36%	21%	**	34%	22%	30%	**	**	**	31%	**	35%	30%
		cf	cf			cf									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to lose content (programmes, apps, photos, data) stored on my device	218	92	56	38	32	148	70	187	**	**	**	198	21	85	110
	24%	26%	23%	24%	20%	25%	22%	24%	**	**	**	24%	20%	30%	21%
														b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that other devices or products I own would not work with a new service	189	85	37	35	32	122	68	164	**	**	**	174	16	70	90
	21%	24%	15%	23%	21%	20%	22%	21%	**	**	**	21%	15%	24%	17%
		b		b			b							b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Concern about arranging for the old and new services to start and stop at the same time (P)	250	115	62	35	39	177	73	219	**	**	**	220	30	88	130
	27%	32%	26%	22%	24%	30%	23%	28%	**	**	**	27%	28%	31%	24%
		bcd	f			cf								b	

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Did not want to have to install new equipment myself	132	69	23	18	22	92	40	116	**	**	**	121	11	46	75
	25%	31%	18%	19%	26%	26%	22%	25%	**	**	**	26%	18%	27%	24%
		bcd				b									
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Did not want to have to get an engineer to install new equipment	120	59	26	18	16	85	35	100	**	**	**	107	13	46	62
	23%	27%	20%	19%	19%	24%	19%	22%	**	**	**	23%	21%	27%	20%
		f												b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
It's too time consuming to go through the process of switching from one provider to another	235	101	54	40	41	155	80	205	**	**	**	212	23	86	117
	26%	28%	22%	25%	26%	26%	26%	26%	**	**	**	26%	22%	30%	22%
														b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I was still in a contract so couldn't leave/ would have to pay to leave	222	84	53	45	39	137	84	189	**	**	**	198	24	82	114
	24%	23%	22%	29%	25%	23%	27%	24%	**	**	**	24%	23%	28%	21%
														b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty when contacting my current provider	193	96	32	34	31	128	65	167	**	**	**	178	15	74	95
	21%	27%	13%	22%	20%	21%	21%	21%	**	**	**	22%	14%	26%	18%
		bdef		b	b	b	b					b		b	

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Base : Those interviewed about deciding not to switch

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty when contacting potential new providers	175	91	30	29	24	121	53	152	**	**	**	165	9	65	87
	19%	25%	12%	19%	15%	20%	17%	19%	**	**	**	20%	9%	23%	16%
		bdef				b						b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Prefer to stay with a trusted/ known provider	364	153	86	60	62	239	123	300	**	**	**	315	49	118	210
	40%	43%	35%	38%	40%	40%	39%	38%	**	**	**	39%	47%	41%	39%
		b													
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	220	103	39	38	38	142	76	190	**	**	**	201	19	84	110
	24%	29%	16%	24%	24%	24%	24%	24%	**	**	**	25%	18%	29%	21%
		be		b	b	b	b							b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching communication services previously	177	85	37	34	21	121	55	159	**	**	**	163	14	65	89
	19%	24%	15%	22%	14%	20%	18%	20%	**	**	**	20%	13%	22%	17%
		bdf		d		bd						b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	182	87	34	33	28	121	60	163	**	**	**	166	15	70	87
	20%	24%	14%	21%	17%	20%	19%	20%	**	**	**	20%	14%	24%	16%
		b		b		b								b	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Hassle of needing to contact more than one provider to switch	224	105	51	38	30	156	68	196	**	**	**	204	20	82	116
	24%	29%	21%	24%	19%	26%	22%	25%	**	**	**	25%	19%	29%	22%
		bdf				d								b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty cancelling my current service (P)	192	92	45	29	27	137	55	171	**	**	**	178	14	74	91
	21%	26%	18%	18%	17%	23%	18%	21%	**	**	**	22%	14%	26%	17%
		bcd				f						b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to pay disconnection charges	245	102	54	48	41	156	89	210	**	**	**	219	26	98	120
	27%	28%	22%	31%	26%	26%	28%	26%	**	**	**	27%	24%	34%	23%
				b										b	
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Did not want to lose the email address I had from my broadband provider	63	36	12	7	**	48	15	57	**	**	**	57	**	30	30
	18%	25%	13%	11%	**	20%	13%	18%	**	**	**	18%	**	25%	13%
		bcd				bcd								b	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	919	-	-	-	-	-	-	-	-	-	-
Lack of choice	300	**	**	**	**	**	**	**	**	**	**
33%		**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	108	**	**	**	**	**	**	**	**	**	**
20%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	268	**	**	**	**	**	**	**	**	**	**
29%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	311	**	**	**	**	**	**	**	**	**	**
34%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	260	**	**	**	**	**	**	**	**	**	**
28%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	312	**	**	**	**	**	**	**	**	**	**
34%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	221	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	282	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	312	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	101	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	103	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	295	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	125	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	92	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	127	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**
Base	360	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	130	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	276	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**
Base	750	-	-	-	-	-	-	-	-	-	-

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	201	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	199	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	106	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	291	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	360	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	120	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	293	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	282	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	312	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	151	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	170	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	314	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	264	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	222	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	245	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	315	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	919	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	321	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	221	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	237	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	296	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	241	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	259	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	361	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	82	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Lack of choice	300	**	**	**	**	**	**	**	**	300	173	104	49	55	69	128
	33%	**	**	**	**	**	**	**	**	33%	33%	29%	29%	29%	41%	33%
															abcdeg	
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	108	**	**	**	**	**	**	**	**	108	108	64	26	38	44	**
	20%	**	**	**	**	**	**	**	**	20%	20%	18%	15%	20%	26%	**
															abcd	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Not knowing what to do to switch	268	**	**	**	**	**	**	**	**	268	144	88	32	56	56	124
	29%	**	**	**	**	**	**	**	**	29%	27%	24%	19%	29%	33%	32%
										cd	d			d	bcd	cd
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
There wasn't enough cost difference for it to be worth switching	311	**	**	**	**	**	**	**	**	311	170	115	55	60	55	141
	34%	**	**	**	**	**	**	**	**	34%	32%	32%	32%	31%	33%	36%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Current provider is still the best deal/cheapest	260	**	**	**	**	**	**	**	**	260	169	107	51	57	62	91
	28%	**	**	**	**	**	**	**	**	28%	32%	30%	30%	30%	36%	23%
											g	g			acg	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Current provider has the best quality of service	312	**	**	**	**	**	**	**	**	312	185	127	53	74	58	127
	34%	**	**	**	**	**	**	**	**	34%	35%	35%	31%	39%	34%	33%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I negotiated/ accepted a deal with my current provider	221	**	**	**	**	**	**	**	**	221	124	79	33	46	45	97
	24%	**	**	**	**	**	**	**	**	24%	23%	22%	19%	24%	27% d	25%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Would take too long to research the market	282	**	**	**	**	**	**	**	**	282	160	103	41	61	57	122
	31%	**	**	**	**	**	**	**	**	31% d	30%	28%	24%	32% d	34% d	31%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty comparing what other providers were offering	312	**	**	**	**	**	**	**	**	312	184	121	53	68	64	127
	34%	**	**	**	**	**	**	**	**	34%	35%	33%	31%	35%	38%	33%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
I'm still in my handset contract period	101	**	**	**	**	**	**	**	**	101	**	**	**	**	**	101
	26%	**	**	**	**	**	**	**	**	26%	**	**	**	**	**	26%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
I couldn't afford/ didn't want to pay off my handset in one lump sum	103	**	**	**	**	**	**	**	**	103	**	**	**	**	**	103
	26%	**	**	**	**	**	**	**	**	26%	**	**	**	**	**	26%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that the service wouldn't be as good with a new provider	295	**	**	**	**	**	**	**	**	295	186	121	54	67	65	109
	32%	**	**	**	**	**	**	**	**	32%	35% g	33%	31%	35%	39% ag	28%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Worried about being without the mobile service during the switch (P)	125	**	**	**	**	**	**	**	**	125	**	**	**	**	**	125
	32%	**	**	**	**	**	**	**	**	32%	**	**	**	**	**	32%
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Worried about being without the fixed line phone service during the switch (P)	92	**	**	**	**	**	**	**	**	92	92	92	41	51	**	**
	25%	**	**	**	**	**	**	**	**	25%	25%	25%	24%	27%	**	**
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Worried about being without the broadband service during the switch (P)	127	**	**	**	**	**	**	**	**	127	127	127	59	68	**	**
	35%	**	**	**	**	**	**	**	**	35%	35%	35%	34%	36%	**	**
Base	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-
Worried about being without the Pay TV service during the switch (P)	130	**	**	**	**	**	**	**	**	130	130	62	**	62	68	**
	36%	**	**	**	**	**	**	**	**	36%	36%	33%	**	33%	40%	**
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that I might have to pay two providers at the same time (P)	276	**	**	**	**	**	**	**	**	276	163	103	39	64	61	112
	30%	**	**	**	**	**	**	**	**	30%	31%	28%	23%	34%	36%	29%
										d	d			d	cd	

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	750	-	-	-	-	-	-	-	-	750	361	361	170	191	-	389
Did not want to lose my phone number	201	**	**	**	**	**	**	**	**	201	93	93	36	57	**	109
	27%	**	**	**	**	**	**	**	**	27%	26%	26%	21%	30%	**	28%
										d				d		d
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	199	**	**	**	**	**	**	**	**	199	199	127	57	70	72	**
	38%	**	**	**	**	**	**	**	**	38%	38%	35%	34%	37%	42%	**
															cd	
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	**	**	**	**	**	**	**	**	100	**	**	**	**	**	100
	26%	**	**	**	**	**	**	**	**	26%	**	**	**	**	**	26%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Needing to unlock my handset to take it with me	106	**	**	**	**	**	**	**	**	106	**	**	**	**	**	106
	27%	**	**	**	**	**	**	**	**	27%	**	**	**	**	**	27%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Didn't want to have to learn to use a new service	291	**	**	**	**	**	**	**	**	291	170	100	43	57	70	121
	32%	**	**	**	**	**	**	**	**	32%	32%	28%	25%	30%	41%	31%
										d	d				abcdeg	
Base	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	120 33%	**	**	**	**	**	**	**	**	120 33%	120 33%	61 32%	- -%	61 32%	59 35%	- -%
										dg	dg	dg		dg	dg	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Didn't want to lose content (programmes, apps, photos, data) stored on my device	293 32%	**	**	**	**	**	**	**	**	293 32%	188 35%	115 32%	40 23%	75 39%	73 43%	105 27%
										d	dg	d		acd	abcd	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that other devices or products I own would not work with a new service	282 31%	**	**	**	**	**	**	**	**	282 31%	175 33%	108 30%	38 22%	70 37%	67 40%	107 27%
										d	d	d		acd	abcd	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Concern about arranging for the old and new services to start and stop at the same time (P)	312 34%	**	**	**	**	**	**	**	**	312 34%	192 36%	119 33%	48 28%	71 37%	72 43%	121 31%
											d			d	abcd	
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Did not want to have to install new equipment myself	151 29%	**	**	**	**	**	**	**	**	151 29%	151 29%	97 27%	40 23%	58 30%	54 32%	** d

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Did not want to have to get an engineer to install new equipment	170	**	**	**	**	**	**	**	**	170	170	109	42	68	61	**
	32%	**	**	**	**	**	**	**	**	32%	32% d	30%	24%	35% d	36% d	**
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
It's too time consuming to go through the process of switching from one provider to another	314	**	**	**	**	**	**	**	**	314	182	114	49	65	67	133
	34%	**	**	**	**	**	**	**	**	34%	34%	32%	29%	34%	40% cd	34%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I was still in a contract so couldn't leave/ would have to pay to leave	264	**	**	**	**	**	**	**	**	264	148	92	35	57	56	116
	29%	**	**	**	**	**	**	**	**	29%	28% d	25%	21%	30% d	33% cd	30% d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting my current provider	222	**	**	**	**	**	**	**	**	222	137	88	33	55	49	85
	24%	**	**	**	**	**	**	**	**	24%	26% d	24%	19%	29% d	29% d	22%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting potential new providers	245	**	**	**	**	**	**	**	**	245	145	93	34	59	52	100
	27%	**	**	**	**	**	**	**	**	27%	27% d	26%	20%	31% d	31% d	26%

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Prefer to stay with a trusted/ known provider	315	**	**	**	**	**	**	**	**	315	197	143	59	84	54	118
	34%	**	**	**	**	**	**	**	**	34%	37% g	40% atfg	35%	44% abdfg	32%	30%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	321	**	**	**	**	**	**	**	**	321	196	124	54	70	72	125
	35%	**	**	**	**	**	**	**	**	35%	37%	34%	31%	37%	42% acdg	32%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching communication services previously	221	**	**	**	**	**	**	**	**	221	132	84	34	51	48	89
	24%	**	**	**	**	**	**	**	**	24%	25%	23%	20%	27% d	28% d	23%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	237	**	**	**	**	**	**	**	**	237	149	95	37	58	53	89
	26%	**	**	**	**	**	**	**	**	26%	28% d	26%	22%	31% dg	32% adg	23%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Hassle of needing to contact more than one provider to switch	296	**	**	**	**	**	**	**	**	296	178	109	46	63	69	118
	32%	**	**	**	**	**	**	**	**	32%	34% d	30%	27%	33%	41% abcdeg	30%

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty cancelling my current service (P)	241	**	**	**	**	**	**	**	**	241	148	93	37	56	56	92
	26%	**	**	**	**	**	**	**	**	26%	28%	26%	21%	29%	33%	24%
											d			d	acd	g
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to pay disconnection charges	259	**	**	**	**	**	**	**	**	259	155	100	40	60	55	103
	28%	**	**	**	**	**	**	**	**	28%	29%	28%	24%	31%	33%	27%
														d	d	
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Did not want to lose the email address I had from my broadband provider	82	**	**	**	**	**	**	**	**	82	82	82	33	49	**	**
	23%	**	**	**	**	**	**	**	**	23%	23%	23%	19%	26%	**	**
														d		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Lack of choice	300	226	75	139	33	86	41	141	153	223	61	16
	33%	35%	27%	35%	26%	36%	28%	34%	31%	36%	29%	17%
		b		b						bc	c	
Base	530	404	127	404	127	-	-	246	282	337	128	65
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	108	94	13	94	13	**	**	53	55	86	20	2
	20%	23%	11%	23%	11%	**	**	21%	19%	25%	16%	3%
		b		b						bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Not knowing what to do to switch	268	199	69	113	31	86	38	117	145	206	49	13
	29%	31%	25%	28%	25%	36%	25%	28%	30%	34%	23%	13%
		b								bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
There wasn't enough cost difference for it to be worth switching	311	227	83	135	35	92	48	145	157	217	76	18
	34%	35%	30%	33%	28%	39%	32%	35%	32%	35%	36%	19%
										c	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Current provider is still the best deal/ cheapest	260	203	56	136	33	67	24	109	149	195	50	15
	28%	32%	20%	34%	26%	28%	16%	26%	31%	32%	24%	16%
		b		b		b				bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Current provider has the best quality of service	312	246	66	159	27	88	39	134	174	206	77	29
	34%	38%	24%	39%	21%	37%	26%	32%	36%	34%	37%	30%
		b		b								
Base	919	644	275	404	127	240	149	421	488	614	210	95
I negotiated/ accepted a deal with my current provider	221	221	-	124	-	97	-	100	113	166	46	8
	24%	34%	-%	31%	-%	40%	-%	24%	23%	27%	22%	9%
		b		b		b				c	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Would take too long to research the market	282	221	61	133	27	88	34	123	156	212	54	16
	31%	34%	22%	33%	21%	37%	23%	29%	32%	34%	26%	17%
		b		b		b				bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty comparing what other providers were offering	312	232	80	149	35	83	44	136	175	231	62	18
	34%	36%	29%	37%	28%	35%	30%	32%	36%	38%	30%	19%
		b		b						bc	c	
Base	389	240	149	-	-	240	149	175	206	276	82	30
I'm still in my handset contract period	101	68	33	**	**	68	33	38	58	83	**	**
	26%	28%	23%	**	**	28%	23%	22%	28%	30%	**	**
Base	389	240	149	-	-	240	149	175	206	276	82	30
I couldn't afford/ didn't want to pay off my handset in one lump sum	103	71	32	**	**	71	32	43	56	75	**	**
	26%	30%	21%	**	**	30%	21%	25%	27%	27%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that the service wouldn't be as good with a new provider	295	232	63	152	34	81	29	129	164	211	61	23
	32%	36%	23%	38%	27%	34%	19%	31%	34%	34%	29%	24%
		b		b		b				c		
Base	389	240	149	-	-	240	149	175	206	276	82	30
Worried about being without the mobile service during the switch (P)	125	81	44	**	**	81	44	58	64	94	**	**
	32%	34%	30%	**	**	34%	30%	33%	31%	34%	**	**
Base	361	281	81	281	81	-	-	158	202	209	94	59
Worried about being without the fixed line phone service during the switch (P)	92	78	14	78	14	**	**	46	45	56	22	**
	25%	28%	18%	28%	18%	**	**	29%	22%	27%	24%	**
		b		b								
Base	361	281	81	281	81	-	-	158	202	209	94	59
Worried about being without the broadband service during the switch (P)	127	107	20	107	20	**	**	57	70	85	25	**
	35%	38%	25%	38%	25%	**	**	36%	35%	41%	27%	**
		b		b						b		
Base	360	283	77	283	77	-	-	173	185	251	80	29
Worried about being without the Pay TV service during the switch (P)	130	106	24	106	24	**	**	63	67	103	23	**
	36%	38%	31%	38%	31%	**	**	37%	36%	41%	29%	**
										b		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that I might have to pay two providers at the same time (P)	276	204	72	131	32	72	40	128	144	205	62	9
	30%	32%	26%	33%	25%	30%	27%	30%	30%	33%	29%	9%
				b						c	c	
Base	750	521	229	281	81	240	149	333	408	485	176	89
Did not want to lose my phone number	201	147	54	79	14	68	41	87	111	144	45	11
	27%	28%	24%	28%	17%	28%	27%	26%	27%	30%	26%	13%
				b						c	c	
Base	530	404	127	404	127	-	-	246	282	337	128	65
Didn't want to pay the initial connection/ start-up fees/ equipment costs	199	159	40	159	40	**	**	91	107	143	35	21
	38%	39%	32%	39%	32%	**	**	37%	38%	42%	27%	33%
		b		b						b		
Base	389	240	149	-	-	240	149	175	206	276	82	30
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	70	31	**	**	70	31	46	52	71	**	**
	26%	29%	21%	**	**	29%	21%	26%	25%	26%	**	**
Base	389	240	149	-	-	240	149	175	206	276	82	30
Needing to unlock my handset to take it with me	106	73	33	**	**	73	33	43	58	72	**	**
	27%	30%	23%	**	**	30%	23%	25%	28%	26%	**	**
Base	919	644	275	404	127	240	149	421	488	614	210	95
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Didn't want to have to learn to use a new service	291	215	76	136	34	79	42	140	145	201	69	20
	32%	33%	28%	34%	27%	33%	28%	33%	30%	33%	33%	21%
										c	c	
Base	360	283	77	283	77	-	-	173	185	251	80	29
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	120	101	19	101	19	**	**	56	64	90	26	**
	33%	36%	25%	36%	25%	**	**	32%	35%	36%	33%	**
		b		b								
Base	919	644	275	404	127	240	149	421	488	614	210	95
Didn't want to lose content (programmes, apps, photos, data) stored on my device	293	224	68	156	32	68	36	140	150	213	62	18
	32%	35%	25%	39%	25%	29%	24%	33%	31%	35%	29%	19%
		b		b						c	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that other devices or products I own would not work with a new service	282	220	62	146	30	75	32	129	145	202	63	17
	31%	34%	22%	36%	23%	31%	21%	31%	30%	33%	30%	18%
		b		b						c	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Concern about arranging for the old and new services to start and stop at the same time (P)	312	241	71	154	37	87	34	149	159	233	61	19
	34%	37%	26%	38%	29%	36%	23%	35%	33%	38%	29%	20%
		b		b		b				bc		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	530	404	127	404	127	-	-	246	282	337	128	65
Did not want to have to install new equipment myself	151	130	22	130	22	**	**	69	81	111	29	11
	29%	32%	17%	32%	17%	**	**	28%	29%	33%	23%	18%
		b		b						bc		
Base	530	404	127	404	127	-	-	246	282	337	128	65
Did not want to have to get an engineer to install new equipment	170	143	27	143	27	**	**	78	91	121	37	12
	32%	35%	22%	35%	22%	**	**	32%	32%	36%	29%	19%
		b		b						c		
Base	919	644	275	404	127	240	149	421	488	614	210	95
It's too time consuming to go through the process of switching from one provider to another	314	233	81	150	31	83	50	136	174	241	49	24
	34%	36%	30%	37%	25%	34%	34%	32%	36%	39%	23%	26%
		b		b						bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95
I was still in a contract so couldn't leave/ would have to pay to leave	264	187	77	120	28	67	48	130	129	207	44	12
	29%	29%	28%	30%	22%	28%	33%	31%	27%	34%	21%	13%
				b						bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty when contacting my current provider	222	176	46	116	20	59	26	90	129	178	33	10
	24%	27%	17%	29%	16%	25%	17%	21%	26%	29%	16%	11%
		b		b						bc		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty when contacting potential new providers	245	198	47	125	19	73	27	107	135	183	45	17
	27%	31%	17%	31%	15%	30%	18%	26%	28%	30%	21%	18%
		b		b		b				bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95
Prefer to stay with a trusted/ known provider	315	237	78	158	39	79	39	131	182	228	67	19
	34%	37%	28%	39%	31%	33%	26%	31%	37%	37%	32%	20%
		b		b					a	c	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	321	242	79	159	37	83	42	150	167	241	65	15
	35%	38%	29%	39%	29%	35%	28%	36%	34%	39%	31%	16%
		b		b						bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching communication services previously	221	179	42	114	18	65	24	95	123	178	34	10
	24%	28%	15%	28%	14%	27%	16%	23%	25%	29%	16%	10%
		b		b		b				bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	237	194	43	128	21	66	23	97	138	186	43	9
	26%	30%	16%	32%	16%	28%	15%	23%	28%	30%	20%	9%
		b		b		b				bc	c	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Hassle of needing to contact more than one provider to switch	296 32%	217 34%	79 29%	146 36% b	32 25%	71 29%	47 32%	131 31%	161 33%	221 36% bc	56 26%	19 20%
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty cancelling my current service (P)	241 26%	186 29% b	54 20%	121 30% b	27 22%	65 27%	27 18%	103 24%	133 27%	194 32% bc	39 18% c	8 9%
Base	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to pay disconnection charges	259 28%	183 28%	76 28%	121 30%	34 27%	62 26%	42 28%	126 30%	131 27%	194 32% bc	49 23%	16 17%
Base	361	281	81	281	81	-	-	158	202	209	94	59
Did not want to lose the email address I had from my broadband provider	82 23%	70 25% b	12 15%	70 25% b	12 15%	** **	** **	44 28% b	38 19%	58 28% b	14 15%	** **

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Lack of choice	300	129	68	55	46	196	102	263	**	**	**	267	33	109	149
	33%	36%	28%	35%	29%	33%	32%	33%	**	**	**	33%	32%	38%	28%
		b												b	
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	108	52	22	19	15	74	33	92	**	**	**	99	9	32	64
	20%	24%	17%	20%	18%	21%	19%	20%	**	**	**	21%	14%	19%	20%
		b													
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Not knowing what to do to switch	268	118	68	39	42	186	81	244	**	**	**	241	27	90	137
	29%	33%	28%	25%	27%	31%	26%	31%	**	**	**	30%	25%	31%	26%
		cf													
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
There wasn't enough cost difference for it to be worth switching	311	120	81	51	55	201	106	276	**	**	**	278	32	102	167
	34%	34%	33%	32%	35%	33%	34%	35%	**	**	**	34%	31%	36%	31%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Current provider is still the best deal/cheapest	260	108	64	47	38	172	85	226	**	**	**	235	25	73	151
	28%	30%	26%	30%	24%	29%	27%	28%	**	**	**	29%	23%	25%	28%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Current provider has the best quality of service	312	130	80	56	46	209	102	278	**	**	**	277	36	91	190
	34%	36%	33%	36%	29%	35%	32%	35%	**	**	**	34%	34%	32%	36%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I negotiated/ accepted a deal with my current provider	221	102	43	40	34	145	74	191	**	**	**	196	25	68	118
	24%	29%	18%	25%	22%	24%	24%	24%	**	**	**	24%	24%	24%	22%
		b		b		b									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Would take too long to research the market	282	120	67	52	41	187	93	250	**	**	**	253	29	86	160
	31%	33%	28%	33%	26%	31%	29%	31%	**	**	**	31%	27%	30%	30%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty comparing what other providers were offering	312	129	75	59	47	205	106	278	**	**	**	286	26	91	180
	34%	36%	31%	38%	30%	34%	34%	35%	**	**	**	35%	25%	32%	34%
												b			
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
I'm still in my handset contract period	101	44	**	**	**	62	36	88	**	**	**	90	**	**	46
	26%	32%	**	**	**	25%	27%	26%	**	**	**	26%	**	**	21%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
I couldn't afford/ didn't want to pay off my handset in one lump sum	103	34	**	**	**	65	36	92	**	**	**	94	**	**	48
	26%	25%	**	**	**	26%	26%	28%	**	**	**	27%	**	**	22%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that the service wouldn't be as good with a new provider	295	128	67	54	45	195	99	255	**	**	**	261	34	104	162
	32%	36%	28%	34%	28%	32%	31%	32%	**	**	**	32%	32%	36%	30%
		b													

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Worried about being without the mobile service during the switch (P)	125	43	**	**	**	78	44	105	**	**	**	110	**	**	66
	32%	31%	**	**	**	31%	32%	31%	**	**	**	32%	**	**	30%
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Worried about being without the fixed line phone service during the switch (P)	92	49	22	12	**	70	22	80	**	**	**	87	**	36	50
	25%	33% bcf	22%	19%	**	29% cf	18%	25%	**	**	**	28%	**	31% b	23%
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Worried about being without the broadband service during the switch (P)	127	56	33	22	**	90	37	113	**	**	**	115	**	41	77
	35%	39%	35%	35%	**	37%	31%	36%	**	**	**	37%	**	35%	35%
Base	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
Worried about being without the Pay TV service during the switch (P)	130	69	26	20	**	95	35	113	**	**	**	122	**	37	80
	36%	42% cf	32%	31%	**	39% f	30%	36%	**	**	**	38%	**	33%	38%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that I might have to pay two providers at the same time (P)	276	116	72	43	42	188	85	246	**	**	**	256	20	81	162
	30%	32%	30%	27%	27%	31%	27%	31%	**	**	**	31% b	19%	28%	30%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	750	284	208	126	128	492	255	650	54	36	10	660	90	234	441
Did not want to lose my phone number	201	84	58	28	30	142	58	179	**	**	**	183	18	70	105
	27%	30%	28%	22%	23%	29%	23%	28%	**	**	**	28%	20%	30%	24%
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Didn't want to pay the initial connection/ start-up fees/ equipment costs	199	86	52	30	31	138	61	179	**	**	**	179	20	61	118
	38%	39%	40%	32%	36%	39%	34%	39%	**	**	**	38%	31%	36%	38%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	40	**	**	**	64	35	87	**	**	**	93	**	**	47
	26%	29%	**	**	**	26%	26%	26%	**	**	**	27%	**	**	21%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Needing to unlock my handset to take it with me	106	39	**	**	**	66	39	94	**	**	**	96	**	**	53
	27%	28%	**	**	**	26%	29%	28%	**	**	**	28%	**	**	24%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to have to learn to use a new service	291	132	58	51	46	190	97	256	**	**	**	263	27	98	153
	32%	37%	24%	32%	29%	32%	31%	32%	**	**	**	32%	26%	34%	29%
		b		b		b	b								
Base	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	120	61	21	24	13	82	38	106	**	**	**	108	12	32	74
	33%	38%	26%	39%	24%	34%	32%	34%	**	**	**	33%	35%	28%	35%
		bd		bd		bd	d								a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to lose content (programmes, apps, photos, data) stored on my device	293	134	63	44	50	197	93	261	**	**	**	267	26	92	160
	32%	37%	26%	28%	31%	33%	30%	33%	**	**	**	33%	24%	32%	30%
		bcd				b						b			
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that other devices or products I own would not work with a new service	282	133	59	46	40	193	86	246	**	**	**	254	28	84	160
	31%	37%	25%	29%	26%	32%	27%	31%	**	**	**	31%	26%	29%	30%
		bcd				b									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Concern about arranging for the old and new services to start and stop at the same time (P)	312	136	71	51	52	206	103	273	**	**	**	284	28	98	173
	34%	38%	29%	33%	33%	34%	33%	34%	**	**	**	35%	27%	34%	32%
		b													
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Did not want to have to install new equipment myself	151	75	30	30	17	105	46	137	**	**	**	139	12	49	86
	29%	34%	23%	31%	20%	30%	26%	30%	**	**	**	30%	19%	29%	27%
		bdf		d		bd						b			

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Did not want to have to get an engineer to install new equipment	170	80	39	28	23	118	51	154	**	**	**	153	17	47	106
	32%	36% f	30%	29%	28%	34%	29%	33%	**	**	**	33%	26%	27%	34% a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
It's too time consuming to go through the process of switching from one provider to another	314	131	75	57	48	206	105	274	**	**	**	280	34	95	183
	34%	37%	31%	36%	30%	34%	33%	34%	**	**	**	34%	32%	33%	34%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I was still in a contract so couldn't leave/ would have to pay to leave	264	123	53	44	43	175	87	233	**	**	**	249	15	87	138
	29%	34% bf	22%	28%	27%	29% b	28%	29%	**	**	**	31% b	14%	30%	26%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty when contacting my current provider	222	95	55	41	30	149	71	194	**	**	**	204	18	71	118
	24%	26% d	23%	26%	19%	25%	23%	24%	**	**	**	25% b	17%	25%	22%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty when contacting potential new providers	245	104	53	48	39	157	86	218	**	**	**	213	32	77	130
	27%	29% b	22%	31% b	24%	26%	27%	27%	**	**	**	26%	30%	27%	24%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Prefer to stay with a trusted/ known provider	315	131	88	49	46	219	95	285	**	**	**	284	31	90	185
	34%	37%	36%	31%	29%	36%	30%	36%	**	**	**	35%	29%	31%	35%
		f				f									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	321	138	83	52	45	221	97	288	**	**	**	285	35	96	180
	35%	38%	34%	33%	28%	37%	31%	36%	**	**	**	35%	34%	33%	34%
		df				df									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching communication services previously	221	103	43	44	29	146	73	195	**	**	**	204	17	84	104
	24%	29%	18%	28%	18%	24%	23%	25%	**	**	**	25%	16%	29%	20%
		bd		bd		b						b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	237	111	51	43	31	161	74	211	**	**	**	215	22	80	118
	26%	31%	21%	27%	19%	27%	23%	27%	**	**	**	26%	21%	28%	22%
		bdf				bd								b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Hassle of needing to contact more than one provider to switch	296	121	65	60	47	187	106	261	**	**	**	271	25	88	164
	32%	34%	27%	38%	30%	31%	34%	33%	**	**	**	33%	24%	31%	31%
		b		b		b						b			

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty cancelling my current service (P)	241	109	51	48	32	160	80	212	**	**	**	216	25	79	128
	26%	30%	21%	30%	20%	27%	25%	27%	**	**	**	27%	24%	27%	24%
		bd		bd		b									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to pay disconnection charges	259	119	52	48	38	171	85	233	**	**	**	233	26	79	142
	28%	33%	21%	30%	24%	28%	27%	29%	**	**	**	29%	25%	27%	27%
		bd		b		b									
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Did not want to lose the email address I had from my broadband provider	82	42	14	16	**	57	25	75	**	**	**	74	**	22	52
	23%	29%	15%	25%	**	23%	21%	24%	**	**	**	24%	**	18%	24%
		b		b		b									

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	919	-	-	-	-	-	-	-	-	-	-
Lack of choice	485	**	**	**	**	**	**	**	**	**	**
53%		**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	**	**	**	**	**	**	**	**	**	**
40%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	448	**	**	**	**	**	**	**	**	**	**
49%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	660	**	**	**	**	**	**	**	**	**	**
72%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	678	**	**	**	**	**	**	**	**	**	**
74%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	660	**	**	**	**	**	**	**	**	**	**
72%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	644	**	**	**	**	**	**	**	**	**	**
70%	70%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	446	**	**	**	**	**	**	**	**	**	**
49%	49%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	495	**	**	**	**	**	**	**	**	**	**
54%	54%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	189	**	**	**	**	**	**	**	**	**	**
49%	49%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	189	**	**	**	**	**	**	**	**	**	**
48%	48%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	642	**	**	**	**	**	**	**	**	**	**
70%	70%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	224	**	**	**	**	**	**	**	**	**	**
58%		**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	175	**	**	**	**	**	**	**	**	**	**
48%		**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	242	**	**	**	**	**	**	**	**	**	**
67%		**	**	**	**	**	**	**	**	**	**
Base	360	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	216	**	**	**	**	**	**	**	**	**	**
60%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	530	**	**	**	**	**	**	**	**	**	**
58%		**	**	**	**	**	**	**	**	**	**
Base	750	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	445	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	364	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	201	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	188	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	478	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**
Base	360	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	229	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	511	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	471	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	562	**	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	283	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	290	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	550	**	**	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	486	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	415	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	420	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	679	**	**	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	919	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	398	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	419	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	519	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	433	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	503	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	361	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	145	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Lack of choice	485	**	**	**	**	**	**	**	**	485	297	178	74	104	119	189
	53%	**	**	**	**	**	**	**	**	53%	56%	49%	43%	55%	70%	49%
										d	cdg			d	abcdeg	
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	**	**	**	**	**	**	**	**	212	212	123	46	77	88	**
	40%	**	**	**	**	**	**	**	**	40%	40%	34%	27%	40%	52%	**
										cd	cd	d		d	abcde	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Not knowing what to do to switch	448	**	**	**	**	**	**	**	**	448	246	148	57	91	98	202
	49%	**	**	**	**	**	**	**	**	49%	46%	41%	33%	48%	58%	52%
										cd	cd	d		d	abcde	cd
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
There wasn't enough cost difference for it to be worth switching	660	**	**	**	**	**	**	**	**	660	371	250	116	134	121	289
	72%	**	**	**	**	**	**	**	**	72%	70%	69%	68%	70%	71%	74%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Current provider is still the best deal/cheapest	678	**	**	**	**	**	**	**	**	678	406	281	131	149	125	273
	74%	**	**	**	**	**	**	**	**	74%	77%	78%	77%	78%	74%	70%
										g	g			g		
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Current provider has the best quality of service	660	**	**	**	**	**	**	**	**	660	387	263	117	147	124	273
	72%	**	**	**	**	**	**	**	**	72%	73%	73%	68%	77%	73%	70%
														d		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I negotiated/ accepted a deal with my current provider	644	**	**	**	**	**	**	**	**	644	404	281	120	160	123	240
	70%	**	**	**	**	**	**	**	**	70%	76%	78%	71%	84%	73%	62%
										g	ag	adg	g	abcdfg	g	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Would take too long to research the market	446	**	**	**	**	**	**	**	**	446	256	155	58	96	101	190
	49%	**	**	**	**	**	**	**	**	49%	48%	43%	34%	51%	60%	49%
										cd	cd	d		cd	abcdeg	d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty comparing what other providers were offering	495	**	**	**	**	**	**	**	**	495	283	180	75	105	103	212
	54%	**	**	**	**	**	**	**	**	54%	53%	50%	44%	55%	61%	54%
										d	d			d	abcd	d
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
I'm still in my handset contract period	189	**	**	**	**	**	**	**	**	189	**	**	**	**	**	189
	49%	**	**	**	**	**	**	**	**	49%	**	**	**	**	**	49%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
I couldn't afford/ didn't want to pay off my handset in one lump sum	189	**	**	**	**	**	**	**	**	189	**	**	**	**	**	189
	48%	**	**	**	**	**	**	**	**	48%	**	**	**	**	**	48%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that the service wouldn't be as good with a new provider	642	**	**	**	**	**	**	**	**	642	378	252	110	142	126	264
	70%	**	**	**	**	**	**	**	**	70%	71% d	70%	65%	74% d	75% d	68%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Worried about being without the mobile service during the switch (P)	224	**	**	**	**	**	**	**	**	224	**	**	**	**	**	224
	58%	**	**	**	**	**	**	**	**	58%	**	**	**	**	**	58%
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Worried about being without the fixed line phone service during the switch (P)	175	**	**	**	**	**	**	**	**	175	175	175	78	97	**	**
	48%	**	**	**	**	**	**	**	**	48%	48%	48%	45%	51%	**	**
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Worried about being without the broadband service during the switch (P)	242	**	**	**	**	**	**	**	**	242	242	242	105	137	**	**
	67%	**	**	**	**	**	**	**	**	67%	67%	67%	62%	72% d	**	**
Base	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-
Worried about being without the Pay TV service during the switch (P)	216	**	**	**	**	**	**	**	**	216	216	109	**	109	107	**
	60%	**	**	**	**	**	**	**	**	60%	60%	57%	**	57%	63%	**
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that I might have to pay two providers at the same time (P)	530	**	**	**	**	**	**	**	**	530	313	196	78	118	117	217
	58%	**	**	**	**	**	**	**	**	58%	59%	54%	46%	62%	69%	56%
										d	d	d		cd	abcdg	d
Base	750	-	-	-	-	-	-	-	-	750	361	361	170	191	-	389
Did not want to lose my phone number	445	**	**	**	**	**	**	**	**	445	185	185	75	111	**	260
	59%	**	**	**	**	**	**	**	**	59%	51%	51%	44%	58%	**	67%
										bcd	d	d		d		abcde
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	364	**	**	**	**	**	**	**	**	364	364	233	103	130	131	**
	69%	**	**	**	**	**	**	**	**	69%	69%	65%	61%	68%	77%	**
										d	d				abcde	
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	201	**	**	**	**	**	**	**	**	201	**	**	**	**	**	201
	52%	**	**	**	**	**	**	**	**	52%	**	**	**	**	**	52%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Needing to unlock my handset to take it with me	188	**	**	**	**	**	**	**	**	188	**	**	**	**	**	188
	48%	**	**	**	**	**	**	**	**	48%	**	**	**	**	**	48%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Didn't want to have to learn to use a new service	478	**	**	**	**	**	**	**	**	478	279	172	67	105	107	199
	52%	**	**	**	**	**	**	**	**	52%	53%	48%	39%	55%	63%	51%
										d	d	d		cd	abcdeg	d
Base	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	229	**	**	**	**	**	**	**	**	229	229	116	**	116	113	**
	64%	**	**	**	**	**	**	**	**	64%	64%	61%	**	61%	67%	**
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Didn't want to lose content (programmes, apps, photos, data) stored on my device	511	**	**	**	**	**	**	**	**	511	303	178	64	114	124	209
	56%	**	**	**	**	**	**	**	**	56%	57%	49%	37%	60%	74%	54%
										cd	cd	d		cd	abcdeg	d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that other devices or products I own would not work with a new service	471	**	**	**	**	**	**	**	**	471	279	169	63	106	110	192
	51%	**	**	**	**	**	**	**	**	51%	53%	47%	37%	56%	65%	49%
										d	cd	d		cd	abcdeg	d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Concern about arranging for the old and new services to start and stop at the same time (P)	562	**	**	**	**	**	**	**	**	562	327	208	85	123	119	235
	61%	**	**	**	**	**	**	**	**	61%	62%	58%	50%	65%	70%	60%
										d	d	d		cd	abcdg	d

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Did not want to have to install new equipment myself	283	**	**	**	**	**	**	**	**	283	283	173	69	104	111	**
	53%	**	**	**	**	**	**	**	**	53%	53%	48%	41%	54%	65%	**
										cd	cd	d		d	abcde	
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Did not want to have to get an engineer to install new equipment	290	**	**	**	**	**	**	**	**	290	290	186	76	110	104	**
	55%	**	**	**	**	**	**	**	**	55%	55%	52%	44%	58%	61%	**
										d	d	d		d	abcd	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
It's too time consuming to go through the process of switching from one provider to another	550	**	**	**	**	**	**	**	**	550	310	199	84	114	112	239
	60%	**	**	**	**	**	**	**	**	60%	59%	55%	50%	60%	66%	61%
										d	d			d	abcd	d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I was still in a contract so couldn't leave/ would have to pay to leave	486	**	**	**	**	**	**	**	**	486	284	184	74	110	100	202
	53%	**	**	**	**	**	**	**	**	53%	54%	51%	44%	57%	59%	52%
										d	d	d		d	acd	d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting my current provider	415	**	**	**	**	**	**	**	**	415	250	153	56	97	97	165
	45%	**	**	**	**	**	**	**	**	45%	47%	42%	33%	51%	57%	42%
										d	d	d		cdg	abcdg	d

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting potential new providers	420	**	**	**	**	**	**	**	**	420	249	155	58	97	94	170
	46%	**	**	**	**	**	**	**	**	46%	47%	43%	34%	51%	56%	44%
										d	d	d		cd	abcdg	d
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Prefer to stay with a trusted/ known provider	679	**	**	**	**	**	**	**	**	679	395	277	123	154	118	284
	74%	**	**	**	**	**	**	**	**	74%	75%	77%	72%	81%	70%	73%
												f		abdfg		
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540	**	**	**	**	**	**	**	**	540	318	206	85	121	113	222
	59%	**	**	**	**	**	**	**	**	59%	60%	57%	50%	63%	67%	57%
										d	d	d		d	abcdg	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching communication services previously	398	**	**	**	**	**	**	**	**	398	240	152	60	92	88	158
	43%	**	**	**	**	**	**	**	**	43%	45%	42%	35%	48%	52%	41%
										d	d			d	abcdg	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	419	**	**	**	**	**	**	**	**	419	252	157	64	93	96	167
	46%	**	**	**	**	**	**	**	**	46%	48%	43%	37%	49%	57%	43%
										d	d			d	abcdg	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Hassle of needing to contact more than one provider to switch	519	**	**	**	**	**	**	**	**	519	309	194	79	114	115	210
	56%	**	**	**	**	**	**	**	**	56%	58%	54%	46%	60%	68%	54%
										d	d	d		d	abcdeg	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty cancelling my current service (P)	433	**	**	**	**	**	**	**	**	433	266	163	60	103	102	167
	47%	**	**	**	**	**	**	**	**	47%	50%	45%	35%	54%	61%	43%
										d	dg	d		acd	abcdg	
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to pay disconnection charges	503	**	**	**	**	**	**	**	**	503	303	194	81	114	109	200
	55%	**	**	**	**	**	**	**	**	55%	57%	54%	47%	59%	65%	52%
										d	d			dg	abcdg	
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Did not want to lose the email address I had from my broadband provider	145	**	**	**	**	**	**	**	**	145	145	145	60	86	**	**
	40%	**	**	**	**	**	**	**	**	40%	40%	40%	35%	45%	**	**
														d		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Lack of choice	485	376	110	242	54	134	55	233	244	374	87	25
	53%	58%	40%	60%	43%	56%	37%	55%	50%	61%	41%	26%
		b		b		b				bc	c	
Base	530	404	127	404	127	-	-	246	282	337	128	65
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	184	28	184	28	**	**	115	96	175	34	3
	40%	45%	22%	45%	22%	**	**	47%	34%	52%	27%	4%
		b		b				b		bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Not knowing what to do to switch	448	341	107	198	48	142	59	207	234	352	77	18
	49%	53%	39%	49%	37%	59%	40%	49%	48%	57%	37%	19%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
There wasn't enough cost difference for it to be worth switching	660	500	159	306	64	194	95	301	349	462	146	51
	72%	78%	58%	76%	51%	81%	64%	72%	71%	75%	70%	54%
		b		b		b				c	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Current provider is still the best deal/ cheapest	678	530	148	336	70	194	78	303	368	459	152	67
	74%	82%	54%	83%	55%	81%	53%	72%	75%	75%	72%	70%
		b		b		b						
Base	919	644	275	404	127	240	149	421	488	614	210	95

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Current provider has the best quality of service	660	526	134	329	58	198	76	299	353	450	152	58
	72%	82%	49%	81%	46%	82%	51%	71%	72%	73%	72%	61%
		b		b		b				c	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
I negotiated/ accepted a deal with my current provider	644	644	-	404	-	240	-	289	348	432	150	62
	70%	100%	-%	100%	-%	100%	-%	69%	71%	70%	71%	65%
		b		b		b						
Base	919	644	275	404	127	240	149	421	488	614	210	95
Would take too long to research the market	446	363	84	217	38	145	45	211	226	347	80	19
	49%	56%	30%	54%	30%	60%	30%	50%	46%	56%	38%	20%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty comparing what other providers were offering	495	384	110	237	46	148	64	226	262	375	95	24
	54%	60%	40%	59%	37%	62%	43%	54%	54%	61%	45%	25%
		b		b		b				bc	c	
Base	389	240	149	-	-	240	149	175	206	276	82	30
I'm still in my handset contract period	189	133	57	**	**	133	57	81	103	156	**	**
	49%	55%	38%	**	**	55%	38%	46%	50%	57%	**	**
		b				b						
Base	389	240	149	-	-	240	149	175	206	276	82	30
I couldn't afford/ didn't want to pay off my handset in one lump sum	189	134	54	**	**	134	54	73	111	152	**	**
	48%	56%	37%	**	**	56%	37%	42%	54%	55%	**	**
		b				b			a			

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that the service wouldn't be as good with a new provider	642	509	134	315	63	194	70	289	346	456	137	49
	70%	79%	49%	78%	50%	81%	47%	69%	71%	74%	65%	51%
		b		b		b				bc	c	
Base	389	240	149	-	-	240	149	175	206	276	82	30
Worried about being without the mobile service during the switch (P)	224	148	76	**	**	148	76	94	125	176	**	**
	58%	62%	51%	**	**	62%	51%	54%	61%	64%	**	**
Base	361	281	81	281	81	-	-	158	202	209	94	59
Worried about being without the fixed line phone service during the switch (P)	175	153	22	153	22	**	**	84	90	115	37	**
	48%	55%	27%	55%	27%	**	**	53%	44%	55%	40%	**
		b		b						b		
Base	361	281	81	281	81	-	-	158	202	209	94	59
Worried about being without the broadband service during the switch (P)	242	202	39	202	39	**	**	106	135	161	50	**
	67%	72%	49%	72%	49%	**	**	67%	67%	77%	53%	**
		b		b						b		
Base	360	283	77	283	77	-	-	173	185	251	80	29
Worried about being without the Pay TV service during the switch (P)	216	179	36	179	36	**	**	113	102	172	36	**
	60%	63%	47%	63%	47%	**	**	65%	55%	68%	46%	**
		b		b				b		b		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that I might have to pay two providers at the same time (P)	530	405	125	256	57	150	68	250	273	398	111	21
	58%	63%	45%	63%	45%	62%	45%	59%	56%	65%	53%	23%
		b		b		b				bc	c	
Base	750	521	229	281	81	240	149	333	408	485	176	89
Did not want to lose my phone number	445	326	119	155	30	171	89	211	228	312	96	38
	59%	63%	52%	55%	38%	71%	60%	63%	56%	64%	54%	43%
		b		b		b		b		bc	c	
Base	530	404	127	404	127	-	-	246	282	337	128	65
Didn't want to pay the initial connection/ start-up fees/ equipment costs	364	296	68	296	68	**	**	170	191	253	72	38
	69%	73%	54%	73%	54%	**	**	69%	68%	75%	57%	59%
		b		b						bc		
Base	389	240	149	-	-	240	149	175	206	276	82	30
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	201	142	58	**	**	142	58	79	115	161	**	**
	52%	59%	39%	**	**	59%	39%	45%	56%	58%	**	**
		b				b						
Base	389	240	149	-	-	240	149	175	206	276	82	30
Needing to unlock my handset to take it with me	188	137	51	**	**	137	51	79	102	146	**	**
	48%	57%	34%	**	**	57%	34%	45%	49%	53%	**	**
		b				b						

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Didn't want to have to learn to use a new service	478	369	109	233	46	136	63	230	241	344	104	29
	52%	57%	40%	58%	36%	57%	42%	55%	49%	56%	50%	31%
		b		b		b				c	c	
Base	360	283	77	283	77	-	-	173	185	251	80	29
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	229	196	34	196	34	**	**	114	113	174	48	**
	64%	69%	44%	69%	44%	**	**	66%	61%	69%	60%	**
		b		b								
Base	919	644	275	404	127	240	149	421	488	614	210	95
Didn't want to lose content (programmes, apps, photos, data) stored on my device	511	397	114	253	49	144	64	235	269	382	103	26
	56%	62%	41%	63%	39%	60%	43%	56%	55%	62%	49%	27%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that other devices or products I own would not work with a new service	471	370	102	235	44	135	57	227	235	359	92	20
	51%	57%	37%	58%	35%	56%	39%	54%	48%	59%	44%	21%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Concern about arranging for the old and new services to start and stop at the same time (P)	562	433	129	266	61	167	68	267	289	411	112	39
	61%	67%	47%	66%	48%	70%	46%	64%	59%	67%	53%	41%
		b		b		b				bc	c	
Base	530	404	127	404	127	-	-	246	282	337	128	65
Did not want to have to install new equipment myself	283	237	47	237	47	**	**	138	143	204	55	25
	53%	59%	37%	59%	37%	**	**	56%	51%	60%	43%	38%
		b		b						bc		
Base	530	404	127	404	127	-	-	246	282	337	128	65
Did not want to have to get an engineer to install new equipment	290	245	45	245	45	**	**	137	151	210	58	22
	55%	61%	35%	61%	35%	**	**	56%	54%	62%	46%	34%
		b		b						bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95
It's too time consuming to go through the process of switching from one provider to another	550	419	130	259	51	160	79	250	293	411	100	38
	60%	65%	47%	64%	41%	67%	53%	59%	60%	67%	48%	40%
		b		b		b				bc		
Base	919	644	275	404	127	240	149	421	488	614	210	95
I was still in a contract so couldn't leave/ would have to pay to leave	486	361	125	230	54	131	71	232	247	382	80	24
	53%	56%	45%	57%	43%	55%	48%	55%	51%	62%	38%	25%
		b		b						bc	c	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty when contacting my current provider	415	341	74	214	35	127	38	199	208	333	66	15
	45%	53%	27%	53%	28%	53%	26%	47%	43%	54%	32%	16%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty when contacting potential new providers	420	342	77	218	31	125	46	199	215	330	69	20
	46%	53%	28%	54%	25%	52%	31%	47%	44%	54%	33%	21%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Prefer to stay with a trusted/ known provider	679	530	150	329	66	201	83	301	369	463	149	66
	74%	82%	54%	81%	52%	84%	56%	71%	76%	76%	71%	70%
		b		b		b						
Base	919	644	275	404	127	240	149	421	488	614	210	95
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540	425	115	270	48	155	67	252	279	407	109	24
	59%	66%	42%	67%	38%	65%	45%	60%	57%	66%	52%	25%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching communication services previously	398	330	68	210	30	120	38	185	207	326	57	16
	43%	51%	25%	52%	24%	50%	25%	44%	43%	53%	27%	16%
		b		b		b				bc	c	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	419	336	83	217	36	119	47	193	220	332	70	16
	46%	52%	30%	54%	28%	50%	32%	46%	45%	54%	34%	17%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Hassle of needing to contact more than one provider to switch	519	404	115	256	53	149	61	230	282	394	95	29
	56%	63%	42%	63%	42%	62%	41%	55%	58%	64%	45%	31%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty cancelling my current service (P)	433	346	87	220	45	125	42	199	226	354	66	13
	47%	54%	32%	55%	36%	52%	28%	47%	46%	58%	31%	14%
		b		b		b				bc	c	
Base	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to pay disconnection charges	503	372	132	240	63	132	68	242	257	382	88	33
	55%	58%	48%	59%	50%	55%	46%	58%	53%	62%	42%	34%
		b		b						bc		
Base	361	281	81	281	81	-	-	158	202	209	94	59
Did not want to lose the email address I had from my broadband provider	145	124	21	124	21	**	**	80	65	96	29	**
	40%	44%	26%	44%	26%	**	**	51%	32%	46%	31%	**
		b		b				b		b		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Lack of choice	485	214	111	87	72	325	158	423	**	**	**	433	52	169	251
	53%	60%	46%	55%	45%	54%	50%	53%	**	**	**	53%	49%	59%	47%
		bdf		bd		bd								b	
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	113	38	34	26	151	60	183	**	**	**	196	16	69	117
	40%	51%	29%	36%	31%	43%	34%	40%	**	**	**	42%	24%	40%	37%
		bcdef				bdf						b			
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Not knowing what to do to switch	448	202	101	69	74	303	142	398	**	**	**	410	38	153	231
	49%	56%	42%	44%	47%	50%	45%	50%	**	**	**	50%	36%	53%	43%
		bcdef				b						b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
There wasn't enough cost difference for it to be worth switching	660	275	172	100	109	447	209	577	**	**	**	589	71	208	379
	72%	77%	71%	64%	69%	75%	66%	73%	**	**	**	72%	67%	72%	71%
		cdf				cf									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Current provider is still the best deal/cheapest	678	277	182	111	106	459	217	584	**	**	**	603	75	217	396
	74%	77%	75%	70%	67%	77%	69%	73%	**	**	**	74%	71%	75%	74%
		df	d			df									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Current provider has the best quality of service	660	271	175	115	96	446	211	565	**	**	**	587	73	206	384
	72%	76%	72%	73%	61%	74%	67%	71%	**	**	**	72%	69%	72%	72%
		df	d	d		df									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I negotiated/ accepted a deal with my current provider	644	272	162	115	93	435	207	553	**	**	**	573	71	196	383
	70%	76%	67%	73%	59%	72%	66%	70%	**	**	**	70%	67%	68%	72%
		bdf		d		df									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Would take too long to research the market	446	203	100	74	66	303	141	388	**	**	**	404	42	147	238
	49%	57%	41%	47%	42%	50%	45%	49%	**	**	**	50%	40%	51%	45%
		bcdef				bd						b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty comparing what other providers were offering	495	211	110	90	80	321	170	436	**	**	**	451	44	161	266
	54%	59%	46%	57%	51%	54%	54%	55%	**	**	**	55%	42%	56%	50%
		b		b		b	b					b			
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
I'm still in my handset contract period	189	73	**	**	**	118	67	164	**	**	**	169	**	**	86
	49%	53%	**	**	**	47%	49%	49%	**	**	**	49%	**	**	39%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
I couldn't afford/ didn't want to pay off my handset in one lump sum	189	71	**	**	**	124	62	165	**	**	**	172	**	**	93
	48%	52%	**	**	**	50%	46%	49%	**	**	**	49%	**	**	42%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that the service wouldn't be as good with a new provider	642	262	160	112	105	422	218	552	**	**	**	567	75	211	368
	70%	73% b	66%	72%	67%	70%	69%	69%	**	**	**	70%	71%	73%	69%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Worried about being without the mobile service during the switch (P)	224	84	**	**	**	146	75	194	**	**	**	200	**	**	114
	58%	61%	**	**	**	58%	55%	58%	**	**	**	57%	**	**	52%
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Worried about being without the fixed line phone service during the switch (P)	175	91	38	28	**	129	46	157	**	**	**	159	**	61	98
	48%	62% bcef	40%	43%	**	53% bf	39%	50%	**	**	**	51%	**	52%	45%
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Worried about being without the broadband service during the switch (P)	242	111	62	38	**	173	69	215	**	**	**	214	**	83	142
	67%	76% bcf	64%	60%	**	71% cf	58%	68%	**	**	**	69%	**	71%	64%
Base	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
Worried about being without the Pay TV service during the switch (P)	216	113	39	32	**	152	63	189	**	**	**	199	**	70	124
	60%	70% bcf	49%	52%	**	63% bcf	54%	60%	**	**	**	61%	**	62%	58%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that I might have to pay two providers at the same time (P)	530	218	128	92	89	347	181	464	**	**	**	479	51	179	284
	58%	61% b	53%	58%	56%	58%	57%	58%	**	**	**	59% b	48%	62% b	53%
Base	750	284	208	126	128	492	255	650	54	36	10	660	90	234	441
Did not want to lose my phone number	445	188	112	73	71	300	144	390	**	**	**	398	48	159	228
	59%	66% bdf	54%	58%	55%	61% b	57%	60%	**	**	**	60%	53%	68% b	52%
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Didn't want to pay the initial connection/ start-up fees/ equipment costs	364	166	86	60	52	252	112	321	**	**	**	324	40	120	209
	69%	75% bcd	66%	64%	61%	72% cdf	62%	70%	**	**	**	69%	62%	70%	67%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	201	79	**	**	**	124	73	175	**	**	**	182	**	**	95
	52%	57%	**	**	**	50%	53%	52%	**	**	**	52%	**	**	43%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Needing to unlock my handset to take it with me	188	75	**	**	**	116	70	164	**	**	**	173	**	**	91
	48%	54%	**	**	**	47%	52%	49%	**	**	**	50%	**	**	41%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to have to learn to use a new service	478	218	100	81	75	318	156	419	**	**	**	439	38	163	250
	52%	61%	41%	51%	47%	53%	49%	53%	**	**	**	54%	36%	57%	47%
		bcdef		b		b	b					b		b	
Base	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	229	116	49	37	**	165	64	200	**	**	**	209	**	72	137
	64%	71%	62%	60%	**	68%	54%	64%	**	**	**	64%	**	63%	65%
		bcf				f									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to lose content (programmes, apps, photos, data) stored on my device	511	226	119	82	82	345	164	448	**	**	**	465	46	177	270
	56%	63%	49%	52%	52%	58%	52%	56%	**	**	**	57%	44%	61%	51%
		bcdf				b						b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that other devices or products I own would not work with a new service	471	218	96	81	73	314	154	411	**	**	**	428	44	154	250
	51%	61%	40%	52%	46%	52%	49%	52%	**	**	**	53%	41%	54%	47%
		bcdef		b		b	b					b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Concern about arranging for the old and new services to start and stop at the same time (P)	562	251	133	86	90	383	176	492	**	**	**	504	58	186	303
	61%	70%	55%	55%	57%	64%	56%	62%	**	**	**	62%	55%	65%	57%
		bcdef				bcf								b	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Did not want to have to install new equipment myself	283	144	53	48	39	197	86	253	**	**	**	260	24	95	161
	53%	66%	40%	50%	46%	56%	48%	55%	**	**	**	56%	37%	55%	51%
		bcdef				bdf						b			
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Did not want to have to get an engineer to install new equipment	290	139	65	46	40	204	86	254	**	**	**	260	30	93	168
	55%	63%	50%	49%	47%	58%	48%	55%	**	**	**	56%	47%	54%	54%
		bcdf				bcdf									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
It's too time consuming to go through the process of switching from one provider to another	550	231	129	96	89	361	185	480	**	**	**	493	57	181	300
	60%	65%	53%	61%	56%	60%	59%	60%	**	**	**	61%	54%	63%	56%
		bd				b								b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I was still in a contract so couldn't leave/ would have to pay to leave	486	207	106	89	82	312	171	422	**	**	**	447	39	169	253
	53%	58%	44%	57%	52%	52%	54%	53%	**	**	**	55%	37%	59%	47%
		b		b		b	b					b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty when contacting my current provider	415	190	87	75	61	277	136	361	**	**	**	382	33	145	213
	45%	53%	36%	48%	39%	46%	43%	45%	**	**	**	47%	31%	50%	40%
		bdef		b		b	b					b		b	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty when contacting potential new providers	420	195	84	77	63	279	140	369	**	**	**	378	41	142	217
	46%	55%	34%	49%	40%	46%	44%	46%	**	**	**	46%	39%	49%	41%
		bdef		b		b	b							b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Prefer to stay with a trusted/ known provider	679	284	174	109	109	457	218	585	**	**	**	599	80	208	395
	74%	79%	72%	70%	69%	76%	69%	73%	**	**	**	74%	76%	72%	74%
		bcd	f			d									
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540	241	122	91	83	363	173	479	**	**	**	486	54	180	290
	59%	67%	50%	58%	52%	61%	55%	60%	**	**	**	60%	51%	62%	54%
		bcd	e	f		b						b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching communication services previously	398	188	79	78	50	267	128	354	**	**	**	367	31	149	193
	43%	52%	33%	50%	32%	44%	41%	45%	**	**	**	45%	29%	52%	36%
		bde	f	b		b	b					b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	419	197	85	76	58	282	134	374	**	**	**	381	37	151	205
	46%	55%	35%	48%	37%	47%	43%	47%	**	**	**	47%	36%	52%	38%
		bde	f	b		b	b					b		b	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Hassle of needing to contact more than one provider to switch	519	227	116	98	77	343	174	456	**	**	**	475	45	171	280
	56%	63%	48%	62%	48%	57%	55%	57%	**	**	**	58%	42%	59%	52%
		bdef		bd		bd	b					b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty cancelling my current service (P)	433	201	95	77	58	296	135	383	**	**	**	393	39	153	218
	47%	56%	39%	49%	37%	49%	43%	48%	**	**	**	48%	37%	53%	41%
		bdef		bd		bdf						b		b	
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to pay disconnection charges	503	221	106	96	78	327	174	443	**	**	**	452	52	177	263
	55%	62%	44%	61%	50%	54%	55%	56%	**	**	**	56%	49%	62%	49%
		bde		bd		b	b							b	
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Did not want to lose the email address I had from my broadband provider	145	78	27	23	**	105	40	132	**	**	**	131	**	51	82
	40%	54%	28%	36%	**	43%	34%	42%	**	**	**	42%	**	44%	37%
		bcef				bf									

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	919	-	-	-	-	-	-	-	-	-	-
Lack of choice	434	**	**	**	**	**	**	**	**	**	**
47%		**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	319	**	**	**	**	**	**	**	**	**	**
60%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	472	**	**	**	**	**	**	**	**	**	**
51%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	260	**	**	**	**	**	**	**	**	**	**
28%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	241	**	**	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	259	**	**	**	**	**	**	**	**	**	**
28%		**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	275	**	**	**	**	**	**	**	**	**	**
30%	30%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	473	**	**	**	**	**	**	**	**	**	**
51%	51%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	425	**	**	**	**	**	**	**	**	**	**
46%	46%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	200	**	**	**	**	**	**	**	**	**	**
51%	51%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	200	**	**	**	**	**	**	**	**	**	**
52%	52%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	277	**	**	**	**	**	**	**	**	**	**
30%	30%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	165	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	186	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	119	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Base	360	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	144	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	389	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**
Base	750	-	-	-	-	-	-	-	-	-	-

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	305	**	**	**	**	**	**	**	**	**	**
41%	41%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	166	**	**	**	**	**	**	**	**	**	**
31%	31%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	188	**	**	**	**	**	**	**	**	**	**
48%	48%	**	**	**	**	**	**	**	**	**	**
Base	389	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	201	**	**	**	**	**	**	**	**	**	**
52%	52%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	442	**	**	**	**	**	**	**	**	**	**
48%	48%	**	**	**	**	**	**	**	**	**	**
Base	360	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	131	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	408	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	448	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	357	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	247	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Base	530	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	240	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	370	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	433	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	504	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	500	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	240	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	919	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	379	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	521	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	500	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	400	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	486	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
Base	919	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	416	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Base	361	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	216	**	**	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE			NON-KEY SWITCHERS					DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Lack of choice	434	**	**	**	**	**	**	**	**	434	234	183	97	87	50	200
	47%	**	**	**	**	**	**	**	**	47%	44%	51%	57%	45%	30%	51%
										f	f	bf	abef	f		bf
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	319	**	**	**	**	**	**	**	**	319	319	238	124	114	81	**
	60%	**	**	**	**	**	**	**	**	60%	60%	66%	73%	60%	48%	**
										f	f	abf	abcef	f		
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Not knowing what to do to switch	472	**	**	**	**	**	**	**	**	472	284	213	113	100	71	187
	51%	**	**	**	**	**	**	**	**	51%	54%	59%	67%	52%	42%	48%
										f	f	abfg	abcefg	f		
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
There wasn't enough cost difference for it to be worth switching	260	**	**	**	**	**	**	**	**	260	160	111	54	57	48	100
	28%	**	**	**	**	**	**	**	**	28%	30%	31%	32%	30%	29%	26%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Current provider is still the best deal/cheapest	241	**	**	**	**	**	**	**	**	241	125	80	39	41	44	116
	26%	**	**	**	**	**	**	**	**	26%	23%	22%	23%	22%	26%	30%
																bce
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Current provider has the best quality of service	259	**	**	**	**	**	**	**	**	259	143	98	54	44	45	116
	28%	**	**	**	**	**	**	**	**	28%	27%	27%	32%	23%	27%	30%
													e			

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I negotiated/ accepted a deal with my current provider	275	**	**	**	**	**	**	**	**	275	127	81	50	31	46	149
	30%	**	**	**	**	**	**	**	**	30%	24%	22%	29%	16%	27%	38%
										bce	e	e	ce		e	abcdef
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Would take too long to research the market	473	**	**	**	**	**	**	**	**	473	275	206	112	94	68	198
	51%	**	**	**	**	**	**	**	**	51%	52%	57%	66%	49%	40%	51%
										f	f	abef	abcefg	f		f
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty comparing what other providers were offering	425	**	**	**	**	**	**	**	**	425	247	182	95	86	66	177
	46%	**	**	**	**	**	**	**	**	46%	47%	50%	56%	45%	39%	46%
										f	f	f	abefg			
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
I'm still in my handset contract period	200	**	**	**	**	**	**	**	**	200	**	**	**	**	**	200
	51%	**	**	**	**	**	**	**	**	51%	**	**	**	**	**	51%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
I couldn't afford/ didn't want to pay off my handset in one lump sum	200	**	**	**	**	**	**	**	**	200	**	**	**	**	**	200
	52%	**	**	**	**	**	**	**	**	52%	**	**	**	**	**	52%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that the service wouldn't be as good with a new provider	277	**	**	**	**	**	**	**	**	277	153	110	60	49	43	124
	30%	**	**	**	**	**	**	**	**	30%	29%	30%	35% bef	26%	25%	32%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Worried about being without the mobile service during the switch (P)	165	**	**	**	**	**	**	**	**	165	**	**	**	**	**	165
	42%	**	**	**	**	**	**	**	**	42%	**	**	**	**	**	42%
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Worried about being without the fixed line phone service during the switch (P)	186	**	**	**	**	**	**	**	**	186	186	186	93	93	**	**
	52%	**	**	**	**	**	**	**	**	52%	52%	52%	55%	49%	**	**
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Worried about being without the broadband service during the switch (P)	119	**	**	**	**	**	**	**	**	119	119	119	65	54	**	**
	33%	**	**	**	**	**	**	**	**	33%	33%	33%	38% e	28%	**	**
Base	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-
Worried about being without the Pay TV service during the switch (P)	144	**	**	**	**	**	**	**	**	144	144	82	**	82	62	**
	40%	**	**	**	**	**	**	**	**	40%	40%	43%	**	43%	37%	**
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

SWITCHING EXPERIENCE TRACKER 2022 - WAVE 1 (MARCH TO APRIL 2022) AND WAVE 2 (AUGUST TO SEPTEMBER 2022)

Table 130

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that I might have to pay two providers at the same time (P)	389	**	**	**	**	**	**	**	**	389	218	165	92	73	52	172
	42%	**	**	**	**	**	**	**	**	42%	41%	46%	54%	38%	31%	44%
										f	f	ef	abcefg			f
Base	750	-	-	-	-	-	-	-	-	750	361	361	170	191	-	389
Did not want to lose my phone number	305	**	**	**	**	**	**	**	**	305	176	176	96	80	**	129
	41%	**	**	**	**	**	**	**	**	41%	49%	49%	56%	42%	**	33%
										g	ag	ag	abceg	g		
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	166	**	**	**	**	**	**	**	**	166	166	128	67	61	38	**
	31%	**	**	**	**	**	**	**	**	31%	31%	35%	39%	32%	23%	**
										f	f	f	abf	f		
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	188	**	**	**	**	**	**	**	**	188	**	**	**	**	**	188
	48%	**	**	**	**	**	**	**	**	48%	**	**	**	**	**	48%
Base	389	-	-	-	-	-	-	-	-	389	-	-	-	-	-	389
Needing to unlock my handset to take it with me	201	**	**	**	**	**	**	**	**	201	**	**	**	**	**	201
	52%	**	**	**	**	**	**	**	**	52%	**	**	**	**	**	52%
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Didn't want to have to learn to use a new service	442	**	**	**	**	**	**	**	**	442	252	189	103	86	62	190
	48%	**	**	**	**	**	**	**	**	48%	47%	52%	61%	45%	37%	49%
										f	f	ef	abcefg	f		f
Base	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	131	**	**	**	**	**	**	**	**	131	131	74	**	74	56	**
	36%	**	**	**	**	**	**	**	**	36%	36%	39%	**	39%	33%	**
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Didn't want to lose content (programmes, apps, photos, data) stored on my device	408	**	**	**	**	**	**	**	**	408	228	183	107	76	45	180
	44%	**	**	**	**	**	**	**	**	44%	43%	51%	63%	40%	26%	46%
										f	f	abef	abcefg	f		f
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Worried that other devices or products I own would not work with a new service	448	**	**	**	**	**	**	**	**	448	251	192	107	85	59	197
	49%	**	**	**	**	**	**	**	**	49%	47%	53%	63%	44%	35%	51%
										f	f	bef	abcefg	f		f
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Concern about arranging for the old and new services to start and stop at the same time (P)	357	**	**	**	**	**	**	**	**	357	203	153	85	68	50	154
	39%	**	**	**	**	**	**	**	**	39%	38%	42%	50%	35%	30%	40%
										f	f	ef	abcefg			f

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Did not want to have to install new equipment myself	247	**	**	**	**	**	**	**	**	247	247	188	101	87	59	**
	47%	**	**	**	**	**	**	**	**	47%	47%	52%	59%	46%	35%	**
										f	f	abf	abcef	f		
Base	530	-	-	-	-	-	-	-	-	530	530	361	170	191	169	-
Did not want to have to get an engineer to install new equipment	240	**	**	**	**	**	**	**	**	240	240	175	95	80	65	**
	45%	**	**	**	**	**	**	**	**	45%	45%	48%	56%	42%	39%	**
										f	f	f	abcef			
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
It's too time consuming to go through the process of switching from one provider to another	370	**	**	**	**	**	**	**	**	370	220	163	86	77	57	150
	40%	**	**	**	**	**	**	**	**	40%	41%	45%	50%	40%	34%	39%
										f	f	f	abefg			
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I was still in a contract so couldn't leave/ would have to pay to leave	433	**	**	**	**	**	**	**	**	433	246	177	96	81	69	187
	47%	**	**	**	**	**	**	**	**	47%	46%	49%	56%	43%	41%	48%
										f		f	abcefg			
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting my current provider	504	**	**	**	**	**	**	**	**	504	281	208	115	94	72	224
	55%	**	**	**	**	**	**	**	**	55%	53%	58%	67%	49%	43%	58%
										f	f	ef	abcefg			ef

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting potential new providers	500	**	**	**	**	**	**	**	**	500	281	206	112	94	75	219
	54%	**	**	**	**	**	**	**	**	54%	53%	57%	66%	49%	44%	56%
										f	f	ef	abcefg			f
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Prefer to stay with a trusted/ known provider	240	**	**	**	**	**	**	**	**	240	135	84	48	36	51	105
	26%	**	**	**	**	**	**	**	**	26%	25%	23%	28%	19%	30%	27%
										e	e		e		ce	e
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	379	**	**	**	**	**	**	**	**	379	212	156	86	70	57	167
	41%	**	**	**	**	**	**	**	**	41%	40%	43%	50%	37%	33%	43%
										f	f	f	abcef			f
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching communication services previously	521	**	**	**	**	**	**	**	**	521	291	209	110	99	82	231
	57%	**	**	**	**	**	**	**	**	57%	55%	58%	65%	52%	48%	59%
										f	f	f	abef			f
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	500	**	**	**	**	**	**	**	**	500	278	205	107	98	74	222
	54%	**	**	**	**	**	**	**	**	54%	52%	57%	63%	51%	43%	57%
										f	f	f	abef			f

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Hassle of needing to contact more than one provider to switch	400	**	**	**	**	**	**	**	**	400	221	168	91	76	54	178
	44%	**	**	**	**	**	**	**	**	44%	42%	46%	54%	40%	32%	46%
										f	f	f	abcef	f		f
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty cancelling my current service (P)	486	**	**	**	**	**	**	**	**	486	265	198	110	88	67	222
	53%	**	**	**	**	**	**	**	**	53%	50%	55%	65%	46%	39%	57%
										ef	f	ef	abcef			bef
Base	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Did not want to pay disconnection charges	416	**	**	**	**	**	**	**	**	416	227	167	90	77	60	189
	45%	**	**	**	**	**	**	**	**	45%	43%	46%	53%	41%	35%	48%
										f	f	f	abef			ef
Base	361	-	-	-	-	-	-	-	-	361	361	361	170	191	-	-
Did not want to lose the email address I had from my broadband provider	216	**	**	**	**	**	**	**	**	216	216	216	111	105	**	**
	60%	**	**	**	**	**	**	**	**	60%	60%	60%	65%	55%	**	**
													e			

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Lack of choice	434	268	166	161	72	106	94	188	244	240	123	71
	47%	42%	60%	40%	57%	44%	63%	45%	50%	39%	59%	74%
			a		a		a				a	ab
Base	530	404	127	404	127	-	-	246	282	337	128	65
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	319	220	99	220	99	**	**	131	186	162	94	62
	60%	55%	78%	55%	78%	**	**	53%	66%	48%	73%	96%
			a		a				a		a	ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Not knowing what to do to switch	472	303	169	205	79	98	89	213	254	261	133	78
	51%	47%	61%	51%	63%	41%	60%	51%	52%	43%	63%	81%
			a		a		a				a	ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
There wasn't enough cost difference for it to be worth switching	260	143	116	97	62	46	54	119	139	152	64	44
	28%	22%	42%	24%	49%	19%	36%	28%	29%	25%	30%	46%
			a		a		a					ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Current provider is still the best deal/ cheapest	241	114	127	68	57	46	70	117	120	154	58	28
	26%	18%	46%	17%	45%	19%	47%	28%	25%	25%	28%	30%
			a		a		a					
Base	919	644	275	404	127	240	149	421	488	614	210	95

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Current provider has the best quality of service	259	117	141	75	68	42	73	122	135	163	58	37
	28%	18%	51%	19%	54%	18%	49%	29%	28%	27%	28%	39%
			a		a		a					ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
I negotiated/ accepted a deal with my current provider	275	-	275	-	127	-	149	132	140	182	60	34
	30%	-%	100%	-%	100%	-%	100%	31%	29%	30%	29%	35%
			a		a		a					
Base	919	644	275	404	127	240	149	421	488	614	210	95
Would take too long to research the market	473	281	192	186	88	95	103	209	262	267	130	76
	51%	44%	70%	46%	70%	40%	70%	50%	54%	44%	62%	80%
			a		a		a				a	ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty comparing what other providers were offering	425	259	165	167	80	92	85	195	225	239	115	71
	46%	40%	60%	41%	63%	38%	57%	46%	46%	39%	55%	75%
			a		a		a				a	ab
Base	389	240	149	-	-	240	149	175	206	276	82	30
I'm still in my handset contract period	200	108	92	**	**	108	92	94	103	120	**	**
	51%	45%	62%	**	**	45%	62%	54%	50%	43%	**	**
			a				a					
Base	389	240	149	-	-	240	149	175	206	276	82	30
I couldn't afford/ didn't want to pay off my handset in one lump sum	200	106	94	**	**	106	94	102	95	124	**	**
	52%	44%	63%	**	**	44%	63%	58%	46%	45%	**	**
			a				a		b			

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that the service wouldn't be as good with a new provider	277	135	142	89	64	46	78	132	142	157	73	47
	30%	21%	51%	22%	50%	19%	53%	31%	29%	26%	35%	49%
			a		a		a				a	ab
Base	389	240	149	-	-	240	149	175	206	276	82	30
Worried about being without the mobile service during the switch (P)	165	92	72	**	**	92	72	81	81	100	**	**
	42%	38%	49%	**	**	38%	49%	46%	39%	36%	**	**
Base	361	281	81	281	81	-	-	158	202	209	94	59
Worried about being without the fixed line phone service during the switch (P)	186	127	59	127	59	**	**	74	112	94	57	**
	52%	45%	73%	45%	73%	**	**	47%	56%	45%	60%	**
			a		a						a	
Base	361	281	81	281	81	-	-	158	202	209	94	59
Worried about being without the broadband service during the switch (P)	119	78	41	78	41	**	**	52	67	48	44	**
	33%	28%	51%	28%	51%	**	**	33%	33%	23%	47%	**
			a		a						a	
Base	360	283	77	283	77	-	-	173	185	251	80	29
Worried about being without the Pay TV service during the switch (P)	144	104	40	104	40	**	**	60	83	79	43	**
	40%	37%	53%	37%	53%	**	**	35%	45%	32%	54%	**
			a		a				a		a	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that I might have to pay two providers at the same time (P)	389	238	151	148	70	91	81	171	215	216	100	74
	42%	37%	55%	37%	55%	38%	55%	41%	44%	35%	47%	77%
			a		a		a				a	ab
Base	750	521	229	281	81	240	149	333	408	485	176	89
Did not want to lose my phone number	305	195	110	126	50	69	59	122	180	173	80	51
	41%	37%	48%	45%	62%	29%	40%	37%	44%	36%	46%	57%
			a		a		a		a		a	ab
Base	530	404	127	404	127	-	-	246	282	337	128	65
Didn't want to pay the initial connection/ start-up fees/ equipment costs	166	108	59	108	59	**	**	76	91	84	56	27
	31%	27%	46%	27%	46%	**	**	31%	32%	25%	43%	41%
			a		a						a	a
Base	389	240	149	-	-	240	149	175	206	276	82	30
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	188	98	90	**	**	98	90	96	91	115	**	**
	48%	41%	61%	**	**	41%	61%	55%	44%	42%	**	**
			a				a					
Base	389	240	149	-	-	240	149	175	206	276	82	30
Needing to unlock my handset to take it with me	201	103	98	**	**	103	98	96	104	130	**	**
	52%	43%	66%	**	**	43%	66%	55%	51%	47%	**	**
			a				a					

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Didn't want to have to learn to use a new service	442 48%	275 43%	166 60% a	171 42%	81 64% a	104 43%	86 58% a	191 45%	247 51%	270 44%	106 50%	66 69% ab
Base	360	283	77	283	77	-	-	173	185	251	80	29
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	131 36%	88 31%	43 56% a	88 31%	43 56% a	** **	** **	59 34%	72 39%	77 31%	32 40%	** **
Base	919	644	275	404	127	240	149	421	488	614	210	95
Didn't want to lose content (programmes, apps, photos, data) stored on my device	408 44%	247 38%	162 59% a	151 37%	77 61% a	96 40%	84 57% a	186 44%	219 45%	231 38%	107 51% a	70 73% ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Worried that other devices or products I own would not work with a new service	448 49%	274 43%	174 63% a	169 42%	82 65% a	105 44%	91 61% a	194 46%	252 52%	255 41%	118 56% a	75 79% ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Concern about arranging for the old and new services to start and stop at the same time (P)	357	211	146	137	66	73	81	153	198	202	98	56
	39%	33%	53%	34%	52%	30%	54%	36%	41%	33%	47%	59%
			a		a		a				a	ab
Base	530	404	127	404	127	-	-	246	282	337	128	65
Did not want to have to install new equipment myself	247	167	80	167	80	**	**	108	138	134	73	40
	47%	41%	63%	41%	63%	**	**	44%	49%	40%	57%	62%
			a		a						a	a
Base	530	404	127	404	127	-	-	246	282	337	128	65
Did not want to have to get an engineer to install new equipment	240	158	82	158	82	**	**	109	130	128	70	43
	45%	39%	65%	39%	65%	**	**	44%	46%	38%	54%	66%
			a		a						a	a
Base	919	644	275	404	127	240	149	421	488	614	210	95
It's too time consuming to go through the process of switching from one provider to another	370	225	145	145	75	80	70	171	195	203	110	57
	40%	35%	53%	36%	59%	33%	47%	41%	40%	33%	52%	60%
			a		a		a				a	a
Base	919	644	275	404	127	240	149	421	488	614	210	95
I was still in a contract so couldn't leave/ would have to pay to leave	433	283	151	174	73	109	78	189	241	232	130	72
	47%	44%	55%	43%	57%	45%	52%	45%	49%	38%	62%	75%
			a		a						a	ab

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty when contacting my current provider	504	303	202	189	91	114	110	222	280	281	144	80
	55%	47%	73%	47%	72%	47%	74%	53%	57%	46%	68%	84%
			a		a		a				a	ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty when contacting potential new providers	500	301	198	186	95	115	103	221	273	283	141	76
	54%	47%	72%	46%	75%	48%	69%	53%	56%	46%	67%	79%
			a		a		a				a	ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Prefer to stay with a trusted/ known provider	240	114	126	75	60	40	66	120	119	150	61	29
	26%	18%	46%	19%	48%	16%	44%	29%	24%	24%	29%	30%
			a		a		a					
Base	919	644	275	404	127	240	149	421	488	614	210	95
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	379	218	160	133	79	85	81	168	209	207	101	71
	41%	34%	58%	33%	62%	35%	55%	40%	43%	34%	48%	75%
			a		a		a				a	ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching communication services previously	521	314	208	194	97	120	111	236	280	288	154	80
	57%	49%	75%	48%	76%	50%	75%	56%	57%	47%	73%	84%
			a		a		a				a	ab

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Base	919	644	275	404	127	240	149	421	488	614	210	95
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	500	308	193	187	91	121	101	228	268	281	140	79
	54%	48%	70%	46%	72%	50%	68%	54%	55%	46%	66%	83%
			a		a		a				a	ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Hassle of needing to contact more than one provider to switch	400	239	160	148	73	91	87	191	205	219	115	66
	44%	37%	58%	37%	58%	38%	59%	45%	42%	36%	55%	69%
			a		a		a				a	ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Difficulty cancelling my current service (P)	486	298	188	183	81	115	107	221	262	260	144	82
	53%	46%	68%	45%	64%	48%	72%	53%	54%	42%	69%	86%
			a		a		a				a	ab
Base	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to pay disconnection charges	416	272	144	164	63	108	81	178	231	231	122	63
	45%	42%	52%	41%	50%	45%	54%	42%	47%	38%	58%	66%
			a		a						a	a
Base	361	281	81	281	81	-	-	158	202	209	94	59
Did not want to lose the email address I had from my broadband provider	216	156	60	156	60	**	**	78	136	113	64	**
	60%	56%	74%	56%	74%	**	**	49%	68%	54%	69%	**
			a		a				a		a	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Lack of choice	434	144	131	70	86	275	157	372	**	**	**	380	54	119	283
	47%	40%	54%	45%	55%	46%	50%	47%	**	**	**	47%	51%	41%	53%
			ace		ace		a								a
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	319	107	93	60	59	200	119	278	**	**	**	270	48	103	197
	60%	49%	71%	64%	69%	57%	66%	60%	**	**	**	58%	76%	60%	63%
			ae	a	ae	a	ae						a		
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Not knowing what to do to switch	472	156	141	88	84	297	172	398	**	**	**	404	68	135	303
	51%	44%	58%	56%	53%	50%	55%	50%	**	**	**	50%	64%	47%	57%
			ae	a	a	a	a						a		a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
There wasn't enough cost difference for it to be worth switching	260	83	70	57	49	153	106	218	**	**	**	225	35	80	155
	28%	23%	29%	36%	31%	25%	34%	27%	**	**	**	28%	33%	28%	29%
				ae	a		ae								
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Current provider is still the best deal/cheapest	241	81	60	46	52	141	98	211	**	**	**	211	30	71	138
	26%	23%	25%	30%	33%	23%	31%	27%	**	**	**	26%	29%	25%	26%
					abe		ae								
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Current provider has the best quality of service	259	86	68	42	62	154	104	230	**	**	**	226	32	82	150
	28%	24%	28%	27%	39%	26%	33%	29%	**	**	**	28%	31%	28%	28%
					abce		ae								
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I negotiated/ accepted a deal with my current provider	275	85	80	42	65	165	107	242	**	**	**	241	34	92	151
	30%	24%	33%	27%	41%	28%	34%	30%	**	**	**	30%	33%	32%	28%
			a		ace		ae								
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Would take too long to research the market	473	155	142	83	92	297	174	407	**	**	**	410	63	140	296
	51%	43%	59%	53%	58%	50%	55%	51%	**	**	**	50%	60%	49%	55%
			ae	a	ae	a	a						a		a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty comparing what other providers were offering	425	147	132	67	78	279	145	360	**	**	**	363	62	127	268
	46%	41%	54%	43%	49%	46%	46%	45%	**	**	**	45%	58%	44%	50%
			acef										a		
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
I'm still in my handset contract period	200	65	**	**	**	131	69	171	**	**	**	178	**	**	135
	51%	47%	**	**	**	53%	51%	51%	**	**	**	51%	**	**	61%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
I couldn't afford/ didn't want to pay off my handset in one lump sum	200	67	**	**	**	125	74	170	**	**	**	176	**	**	128
	52%	48%	**	**	**	50%	54%	51%	**	**	**	51%	**	**	58%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that the service wouldn't be as good with a new provider	277	96	82	45	53	178	97	243	**	**	**	247	30	77	166
	30%	27%	34% a	28%	33%	30%	31%	31%	**	**	**	30%	29%	27%	31%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Worried about being without the mobile service during the switch (P)	165	53	**	**	**	103	61	141	**	**	**	148	**	**	106
	42%	39%	**	**	**	42%	45%	42%	**	**	**	43%	**	**	48%
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Worried about being without the fixed line phone service during the switch (P)	186	55	58	36	**	113	73	159	**	**	**	153	**	57	122
	52%	38%	60% ae	57% a	**	47% a	61% ae	50%	**	**	**	49%	**	48%	55%
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Worried about being without the broadband service during the switch (P)	119	35	35	25	**	70	50	101	**	**	**	98	**	34	78
	33%	24%	36% a	40% ae	**	29%	42% ae	32%	**	**	**	31%	**	29%	36%
Base	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
Worried about being without the Pay TV service during the switch (P)	144	49	41	30	**	90	54	124	**	**	**	125	**	43	88
	40%	30%	51% ae	48% ae	**	37%	46% ae	40%	**	**	**	39%	**	38%	42%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that I might have to pay two providers at the same time (P)	389	139	114	65	69	253	134	331	**	**	**	334	55	109	250
	42%	39%	47% a	42%	44%	42%	43%	42%	**	**	**	41%	52% a	38%	47% a
Base	750	284	208	126	128	492	255	650	54	36	10	660	90	234	441
Did not want to lose my phone number	305	95	96	53	57	191	111	260	**	**	**	262	43	75	213
	41%	34%	46% ae	42%	45% a	39%	43% a	40%	**	**	**	40%	47%	32%	48% a
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Didn't want to pay the initial connection/ start-up fees/ equipment costs	166	55	44	34	33	99	67	140	**	**	**	142	24	52	105
	31%	25%	34% a	36% ae	39% ae	28%	38% ae	30%	**	**	**	31%	38%	30%	33%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	188	59	**	**	**	125	63	160	**	**	**	165	**	**	125
	48%	43%	**	**	**	50%	47%	48%	**	**	**	48%	**	**	57%
Base	389	138	111	63	73	249	136	335	27	23	5	347	42	116	220
Needing to unlock my handset to take it with me	201	63	**	**	**	133	66	170	**	**	**	174	**	**	130
	52%	46%	**	**	**	53%	48%	51%	**	**	**	50%	**	**	59%
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to have to learn to use a new service	442	140	142	76	83	282	159	376	**	**	**	374	67	125	284
	48%	39%	59%	49%	53%	47%	51%	47%	**	**	**	46%	64%	43%	53%
			acef	a	a	a	a						a		a
Base	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	131	46	31	25	**	77	54	112	**	**	**	116	**	41	74
	36%	29%	38%	40%	**	32%	46%	36%	**	**	**	36%	**	37%	35%
			a	a			ae								
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Didn't want to lose content (programmes, apps, photos, data) stored on my device	408	132	123	75	76	255	151	347	**	**	**	349	59	111	264
	44%	37%	51%	48%	48%	42%	48%	44%	**	**	**	43%	56%	39%	49%
			ae	a	a		a						a		a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Worried that other devices or products I own would not work with a new service	448	140	146	76	85	286	161	385	**	**	**	386	62	134	284
	49%	39%	60%	48%	54%	48%	51%	48%	**	**	**	47%	59%	46%	53%
			acef	a	a	a	a						a		a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Concern about arranging for the old and new services to start and stop at the same time (P)	357	107	110	71	68	217	139	303	**	**	**	309	48	102	231
	39%	30%	45%	45%	43%	36%	44%	38%	**	**	**	38%	45%	35%	43%
			ae	ae	a	a	ae								a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Did not want to have to install new equipment myself	247	76	78	47	46	154	93	208	**	**	**	207	40	77	153
	47%	34%	60%	50%	54%	44%	52%	45%	**	**	**	44%	63%	45%	49%
			ae	a	ae	a	ae						a		
Base	530	220	131	94	85	351	179	461	38	21	10	467	64	171	314
Did not want to have to get an engineer to install new equipment	240	82	66	49	45	147	93	207	**	**	**	206	34	78	145
	45%	37%	50%	51%	53%	42%	52%	45%	**	**	**	44%	53%	46%	46%
			ae	ae	ae		ae								
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
It's too time consuming to go through the process of switching from one provider to another	370	126	113	61	69	239	130	316	**	**	**	321	49	107	234
	40%	35%	47%	39%	44%	40%	41%	40%	**	**	**	39%	46%	37%	44%
			ae		a										a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I was still in a contract so couldn't leave/ would have to pay to leave	433	151	137	68	76	288	144	374	**	**	**	366	67	119	281
	47%	42%	56%	43%	48%	48%	46%	47%	**	**	**	45%	63%	41%	53%
			acef										a		a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty when contacting my current provider	504	167	156	82	97	323	179	434	**	**	**	432	73	143	321
	55%	47%	64%	52%	61%	54%	57%	55%	**	**	**	53%	69%	50%	60%
			acef		a	a	a						a		a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty when contacting potential new providers	500	163	159	80	95	321	175	426	**	**	**	435	64	146	317
	54%	45%	66%	51%	60%	54%	56%	54%	**	**	**	54%	61%	51%	59%
			acef		a	a	a								a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Prefer to stay with a trusted/ known provider	240	74	68	48	49	143	97	211	**	**	**	214	26	80	139
	26%	21%	28%	30%	31%	24%	31%	27%	**	**	**	26%	24%	28%	26%
			a	a	ae		ae								
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	379	117	120	66	75	237	142	317	**	**	**	327	52	108	244
	41%	33%	50%	42%	48%	39%	45%	40%	**	**	**	40%	49%	38%	46%
			ae	a	ae	a	a						a		a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching communication services previously	521	170	163	79	108	333	187	441	**	**	**	447	75	139	341
	57%	48%	67%	50%	68%	56%	59%	55%	**	**	**	55%	71%	48%	64%
			acef		acef	a	ac						a		a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	500	160	157	81	100	318	181	421	**	**	**	432	68	137	329
	54%	45%	65%	52%	63%	53%	57%	53%	**	**	**	53%	64%	48%	62%
			acef		ace	a	a						a		a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Hassle of needing to contact more than one provider to switch	400	131	126	59	81	257	141	339	**	**	**	339	61	117	254
	44%	37%	52%	38%	52%	43%	45%	43%	**	**	**	42%	58%	41%	48%
			acef		ace	a	a						a		a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty cancelling my current service (P)	486	157	147	80	99	304	180	412	**	**	**	420	66	135	315
	53%	44%	61%	51%	63%	51%	57%	52%	**	**	**	52%	63%	47%	59%
			ace		ace	a	ae						a		a
Base	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to pay disconnection charges	416	137	136	61	80	273	141	353	**	**	**	362	54	111	271
	45%	38%	56%	39%	50%	46%	45%	44%	**	**	**	44%	51%	38%	51%
			acef		ac	a									a
Base	361	146	97	64	55	243	119	316	27	13	5	313	49	117	220
Did not want to lose the email address I had from my broadband provider	216	68	70	41	**	138	78	184	**	**	**	181	**	66	139
	60%	46%	72%	64%	**	57%	66%	58%	**	**	**	58%	**	56%	63%
			ae	a		a	ae								

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	131	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	126	-	-	-	-	-	-	-	-	-	-
Total	74	-	-	-	-	-	-	-	-	-	-
Both of my services are within the minimum contract period	48	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	17	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	4	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	~e	~f	~g
Unweighted total	131	-	-	-	-	-	-	-	-	131	131	131	131	-	-	-
Effective Weighted Sample	126	-	-	-	-	-	-	-	-	126	126	126	126	-	-	-
Total	74	-	-	-	-	-	-	-	-	74	74	74	74	-	-	-
Both of my services are within the minimum contract period	48	**	**	**	**	**	**	**	**	48	48	48	48	**	**	**
	64%	**	**	**	**	**	**	**	**	64%	64%	64%	64%	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	17	**	**	**	**	**	**	**	**	17	17	17	17	**	**	**
	23%	**	**	**	**	**	**	**	**	23%	23%	23%	23%	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	4	**	**	**	**	**	**	**	**	4	4	4	4	**	**	**
	5%	**	**	**	**	**	**	**	**	5%	5%	5%	5%	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	6	6	6	6	**	**	**
	8%	**	**	**	**	**	**	**	**	8%	8%	8%	8%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	131	90	41	90	41	-	-	44	87	85	33	13
Effective Weighted Sample	126	87	39	87	39	-	-	44	87	82	32	13
Total	74	51	24	51	24	-	-	32	42	47	19	8
Both of my services are within the minimum contract period	48	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	17	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	4	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	~b	~c	~d	a	~b	~a	~b
Unweighted total	131	39	33	30	29	72	59	117	9	3	2	113	18	50	70
Effective Weighted Sample	126	37	32	29	28	69	57	112	9	3	2	109	17	48	67
Total	74	23	18	17	17	41	34	66	5	2	1	64	10	29	40
Both of my services are within the minimum contract period	48	**	**	**	**	**	**	41	**	**	**	42	**	**	**
	64%	**	**	**	**	**	**	62%	**	**	**	66%	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	17	**	**	**	**	**	**	16	**	**	**	15	**	**	**
	23%	**	**	**	**	**	**	24%	**	**	**	23%	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	4	**	**	**	**	**	**	4	**	**	**	3	**	**	**
	5%	**	**	**	**	**	**	6%	**	**	**	4%	**	**	**
Don't know	6	**	**	**	**	**	**	6	**	**	**	5	**	**	**
	8%	**	**	**	**	**	**	9%	**	**	**	7%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	167	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	157	-	-	-	-	-	-	-	-	-	-
Total	110	-	-	-	-	-	-	-	-	-	-
All of my services are within the minimum contract period	64	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	37	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
At least some of my services are within the minimum contract period, but I am not sure about the contract status of other services	7	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	~d	e	~f	~g
Unweighted total	167	-	-	-	-	-	-	-	-	167	167	167	-	167	-	-
Effective Weighted Sample	157	-	-	-	-	-	-	-	-	157	157	157	-	157	-	-
Total	110	-	-	-	-	-	-	-	-	110	110	110	-	110	-	-
All of my services are within the minimum contract period	64	**	**	**	**	**	**	**	**	64	64	64	**	64	**	**
	58%	**	**	**	**	**	**	**	**	58%	58%	58%	**	58%	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	37	**	**	**	**	**	**	**	**	37	37	37	**	37	**	**
	33%	**	**	**	**	**	**	**	**	33%	33%	33%	**	33%	**	**
At least some of my services are within the minimum contract period, but I am not sure about the contract status of other services	7	**	**	**	**	**	**	**	**	7	7	7	**	7	**	**
	7%	**	**	**	**	**	**	**	**	7%	7%	7%	**	7%	**	**
Don't know	2	**	**	**	**	**	**	**	**	2	2	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	**	1%	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b	MAN ~a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	167	147	20	147	20	-	-	64	102	128	29	10
Effective Weighted Sample	157	138	19	138	19	-	-	64	102	120	27	9
Total	110	97	13	97	13	-	-	55	53	85	19	6
All of my services are within the minimum contract period	64	58	**	58	**	**	**	**	28	47	**	**
	58%	60%	**	60%	**	**	**	**	53%	56%	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	37	33	**	33	**	**	**	**	20	32	**	**
	33%	34%	**	34%	**	**	**	**	38%	37%	**	**
At least some of my services are within the minimum contract period, but I am not sure about the contract status of other services	7	5	**	5	**	**	**	**	3	5	**	**
	7%	5%	**	5%	**	**	**	**	6%	6%	**	**
Don't know	2	1	**	1	**	**	**	**	2	1	**	**
	1%	1%	**	1%	**	**	**	**	3%	1%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	e	~f	a	~b	~c	~d	a	~b	~a	b
Unweighted total	167	90	34	23	20	124	43	147	15	4	1	153	14	52	101
Effective Weighted Sample	157	85	32	22	19	117	41	138	14	4	1	144	13	49	95
Total	110	62	21	15	12	83	27	98	9	2	1	100	9	34	67
All of my services are within the minimum contract period	64	**	**	**	**	47	**	57	**	**	**	58	**	**	39
	58%	**	**	**	**	56%	**	59%	**	**	**	57%	**	**	58%
Some of my services are within the minimum contract period, others are outside of the minimum contract period	37	**	**	**	**	30	**	32	**	**	**	35	**	**	22
	33%	**	**	**	**	36%	**	33%	**	**	**	35%	**	**	33%
At least some of my services are within the minimum contract period, but I am not sure about the contract status of other services	7	**	**	**	**	5	**	6	**	**	**	7	**	**	5
	7%	**	**	**	**	5%	**	7%	**	**	**	7%	**	**	7%
Don't know	2	**	**	**	**	2	**	2	**	**	**	1	**	**	1
	1%	**	**	**	**	2%	**	2%	**	**	**	1%	**	**	2%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1130	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	-	-
Total	862	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	162	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	100	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	57	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	45	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	38	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	38	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	33	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	25	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	23	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1130	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	-	-
Total	862	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	20	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Lack of choice	18	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	14	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	13	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1130	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	-	-
Total	862	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1130	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	-	-
Total	862	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	8	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	8	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1130	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	-	-
Total	862	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	6	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	6	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1130	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	-	-
Total	862	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	3	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	828	**	**	**	**	**	**	**	**	**	**
	96%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTOR	63	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
None of these were a main factor	25	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Can't remember	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1130	-	-	-	-	-	-	-	-	1130	851	570	284	286	281	279
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	919	776	539	273	269	237	268
Total	862	-	-	-	-	-	-	-	-	862	502	343	161	182	159	360
I negotiated/ accepted a deal with my current provider	162	**	**	**	**	**	**	**	**	162	114	90	42	48	24	48
	19%	**	**	**	**	**	**	**	**	19%	23%	26%	26%	26%	15%	13%
										g	afg	afg	afg	afg		
Current provider is still the best deal/ cheapest	100	**	**	**	**	**	**	**	**	100	47	39	23	16	8	53
	12%	**	**	**	**	**	**	**	**	12%	9%	11%	15%	9%	5%	15%
										f	f	f	bef			bef
There wasn't enough cost difference for it to be worth switching	57	**	**	**	**	**	**	**	**	57	29	19	13	5	11	27
	7%	**	**	**	**	**	**	**	**	7%	6%	5%	8%	3%	7%	8%
										e	e		e		e	e
Current provider has the best quality of service	45	**	**	**	**	**	**	**	**	45	23	17	6	11	6	22
	5%	**	**	**	**	**	**	**	**	5%	5%	5%	4%	6%	4%	6%
Prefer to stay with a trusted/ known provider	38	**	**	**	**	**	**	**	**	38	19	11	7	3	9	19
	4%	**	**	**	**	**	**	**	**	4%	4%	3%	5%	2%	5%	5%
										e					e	e
I was still in a contract so couldn't leave/ would have to pay to leave	38	**	**	**	**	**	**	**	**	38	25	19	10	9	6	13
	4%	**	**	**	**	**	**	**	**	4%	5%	6%	6%	5%	4%	4%
Worried that the service wouldn't be as good with a new provider	33	**	**	**	**	**	**	**	**	33	16	9	4	5	7	17
	4%	**	**	**	**	**	**	**	**	4%	3%	3%	2%	3%	4%	5%
Did not want to lose my phone number	25	**	**	**	**	**	**	**	**	25	4	4	3	2	-	21
	3%	**	**	**	**	**	**	**	**	3%	1%	1%	2%	1%	-%	6%
										bcef			f			abcdef

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1130	-	-	-	-	-	-	-	-	1130	851	570	284	286	281	279
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	919	776	539	273	269	237	268
Total	862	-	-	-	-	-	-	-	-	862	502	343	161	182	159	360
Hassle of needing to contact more than one provider to switch	23 3%	**	**	**	**	**	**	**	**	23 3%	11 2%	5 2%	2 2%	3 2%	5 3%	12 3%
It's too time consuming to go through the process of switching from one provider to another	20 2%	**	**	**	**	**	**	**	**	20 2%	7 1%	6 2%	2 2%	3 2%	2 1%	13 4% bf
Lack of choice	18 2%	**	**	**	**	**	**	**	**	18 2%	13 3%	7 2%	2 1%	5 2%	6 4%	5 1%
Did not want to pay disconnection charges	14 2%	**	**	**	**	**	**	**	**	14 2%	13 2% 9	7 2% 9	5 3% 9	3 2%	5 3% 9	1 *%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 2%	**	**	**	**	**	**	**	**	13 2%	8 2%	4 1%	3 2%	1 1%	4 2%	5 2%
Worried that I might have to pay two providers at the same time (P)	13 2%	**	**	**	**	**	**	**	**	13 2%	9 2%	5 1%	1 *%	4 2%	4 2% d	4 1%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 2%	**	**	**	**	**	**	**	**	13 2%	10 2%	7 2%	1 1%	6 3% ad	2 1%	4 1%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1130	-	-	-	-	-	-	-	-	1130	851	570	284	286	281	279
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	919	776	539	273	269	237	268
Total	862	-	-	-	-	-	-	-	-	862	502	343	161	182	159	360
Difficulty comparing what other providers were offering	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1%	6 1%	2 1%	1 1%	1 *	4 3%	6 2%
															cde	
Not knowing what to do to switch	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1%	5 1%	1 *	1 1%	- -	4 2%	7 2%
										e					ce	ce
Worried that other devices or products I own would not work with a new service	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1%	7 1%	3 1%	1 1%	2 1%	4 2%	4 1%
Worried about being without the broadband service during the switch (P)	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1%	12 2%	12 3%	3 2%	9 5%	- -	- -
											fg	afg	fg	abdfg		
I'm still in my handset contract period	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1%	- -	- -	- -	- -	- -	12 3%
										bce						abcdef
Difficulty cancelling my current service (P)	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	11 1%	6 1%	4 1%	3 2%	2 1%	2 1%	5 1%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	11 1%	11 2%	7 2%	1 1%	6 3%	5 3%	- -
											g	g		adg	dg	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g
Significance Level: 95%																
Unweighted total	1130	-	-	-	-	-	-	-	-	1130	851	570	284	286	281	279
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	919	776	539	273	269	237	268
Total	862	-	-	-	-	-	-	-	-	862	502	343	161	182	159	360
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	11	**	**	**	**	**	**	**	**	11	7	3	1	2	4	4
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	3%	1%
Concern about arranging for the old and new services to start and stop at the same time (P)	11	**	**	**	**	**	**	**	**	11	6	3	2	1	3	4
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	2%	1%
Bad experience when switching communication services previously	10	**	**	**	**	**	**	**	**	10	6	3	2	1	3	4
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	2%	1%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	9	**	**	**	**	**	**	**	**	9	9	3	-	3	6	-
	1%	**	**	**	**	**	**	**	**	1%	2% dg	1%	-%	2% dg	4% acdg	-%
Did not want to lose the email address I had from my broadband provider	9	**	**	**	**	**	**	**	**	9	9	9	4	5	-	-
	1%	**	**	**	**	**	**	**	**	1%	2% fg	3% afg	2% fg	3% afg	-%	-%
Difficulty when contacting my current provider	9	**	**	**	**	**	**	**	**	9	7	3	1	2	4	2
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	2%	1%
I couldn't afford/ didn't want to pay off my handset in one lump sum	9	**	**	**	**	**	**	**	**	9	-	-	-	-	-	9
	1%	**	**	**	**	**	**	**	**	1%	-%	-%	-%	-%	-%	2% bcdef

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Base : Those naming any major factors that made them decide to stay with their current provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1130	-	-	-	-	-	-	-	-	1130	851	570	284	286	281	279
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	919	776	539	273	269	237	268
Total	862	-	-	-	-	-	-	-	-	862	502	343	161	182	159	360
Difficulty when contacting potential new providers	8 1%	** **	** **	** **	** **	** **	** **	** **	** **	8 1%	6 1%	2 1%	1 1%	1 1%	4 2% c	3 1%
Did not want to have to install new equipment myself	8 1%	** **	** **	** **	** **	** **	** **	** **	** **	8 1%	8 2% g	4 1%	2 1%	2 1%	4 2% g	- -%
Would take too long to research the market	7 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	6 1%	3 1%	- -%	3 2% d	2 1% d	2 *%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	7 1% g	4 1%	2 1%	2 1%	3 2% g	- -%
Worried about being without the fixed line phone service during the switch (P)	7 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	7 1%	7 2% afg	3 2% fg	4 2% afg	- -%	- -%
Worried about being without the mobile service during the switch (P)	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1% bc	- -%	- -%	- -%	- -%	- -%	6 2% bcdef

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Base : Those naming any major factors that made them decide to stay with their current provider

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1130	-	-	-	-	-	-	-	-	1130	851	570	284	286	281	279
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	919	776	539	273	269	237	268
Total	862	-	-	-	-	-	-	-	-	862	502	343	161	182	159	360
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	- -%	- -%	- -%	- -%	- -%	6 2%
										b						bcdef
Did not want to have to get an engineer to install new equipment	4 *%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	3 1%	3 2%	1 *%	1 *%	- -%
												ag				
Worried about being without the Pay TV service during the switch (P)	4 *%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	1 *%	- -%	1 1%	2 2%	- -%
															adg	
Needing to unlock my handset to take it with me	4 *%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	- -%	- -%	- -%	- -%	- -%	4 1%
																bc
Didn't want to have to learn to use a new service	3 *%	** **	** **	** **	** **	** **	** **	** **	** **	3 *%	2 *%	1 *%	- -%	1 *%	1 1%	2 *%
ANY MAIN FACTOR	828 96%	** **	** **	** **	** **	** **	** **	** **	** **	828 96%	483 96%	330 96%	157 98%	173 95%	153 96%	345 96%
ANY PROCESS FACTOR	63 7%	** **	** **	** **	** **	** **	** **	** **	** **	63 7%	44 9%	32 9%	11 7%	22 12%	11 7%	20 5%
												g		adg		
None of these were a main factor	25 3%	** **	** **	** **	** **	** **	** **	** **	** **	25 3%	15 3%	11 3%	4 2%	7 4%	4 2%	10 3%

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Base : Those naming any major factors that made them decide to stay with their current provider

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1130	-	-	-	-	-	-	-	-	1130	851	570	284	286	281	279
Effective Weighted Sample	919	-	-	-	-	-	-	-	-	919	776	539	273	269	237	268
Total	862	-	-	-	-	-	-	-	-	862	502	343	161	182	159	360
Can't remember	10	**	**	**	**	**	**	**	**	10	5	2	-	2	3	5
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	-%	1%	2% d	2% d

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	~b	a	b	a	b	c
Unweighted total	1130	853	277	669	182	184	95	374	745	764	251	115
Effective Weighted Sample	919	698	224	610	166	177	91	334	625	621	204	95
Total	862	633	229	396	106	237	123	391	461	578	192	92
I negotiated/ accepted a deal with my current provider	162	162	-	114	-	48	**	60	103	76	53	34
	19%	26%	-%	29%	-%	20%	**	15%	22%	13%	28%	37%
		b		b					a		a	a
Current provider is still the best deal/ cheapest	100	58	41	34	12	24	**	44	54	53	27	19
	12%	9%	18%	9%	12%	10%	**	11%	12%	9%	14%	20%
			a								a	a
There wasn't enough cost difference for it to be worth switching	57	36	20	21	8	15	**	28	29	31	18	8
	7%	6%	9%	5%	7%	6%	**	7%	6%	5%	9%	8%
											a	
Current provider has the best quality of service	45	33	12	16	7	18	**	24	19	33	6	5
	5%	5%	5%	4%	7%	7%	**	6%	4%	6%	3%	6%
Prefer to stay with a trusted/ known provider	38	31	7	14	5	17	**	20	19	27	7	5
	4%	5%	3%	4%	5%	7%	**	5%	4%	5%	4%	5%
I was still in a contract so couldn't leave/ would have to pay to leave	38	25	13	15	9	10	**	12	24	26	9	2
	4%	4%	6%	4%	9%	4%	**	3%	5%	5%	5%	3%
					a							
Worried that the service wouldn't be as good with a new provider	33	19	14	12	5	7	**	18	15	24	7	3
	4%	3%	6%	3%	4%	3%	**	5%	3%	4%	3%	3%
			a									
Did not want to lose my phone number	25	15	10	3	1	12	**	11	14	20	5	1
	3%	2%	4%	1%	1%	5%	**	3%	3%	3%	3%	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1130	853	277	669	182	184	95	374	745	764	251	115
Effective Weighted Sample	919	698	224	610	166	177	91	334	625	621	204	95
Total	862	633	229	396	106	237	123	391	461	578	192	92
Hassle of needing to contact more than one provider to switch	23 3%	17 3%	6 3%	7 2%	4 3%	10 4%	** **	12 3%	11 2%	18 3%	5 2%	- -%
It's too time consuming to go through the process of switching from one provider to another	20 2%	15 2%	5 2%	5 1%	2 2%	10 4%	** **	8 2%	11 2%	16 3%	4 2%	- -%
Lack of choice	18 2%	11 2%	7 3%	8 2%	5 5%	3 1%	** **	9 2%	9 2%	14 2%	4 2%	- -%
Did not want to pay disconnection charges	14 2%	11 2%	3 1%	11 3%	2 2%	- -%	** **	7 2%	7 2%	9 2%	2 1%	2 2%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 2%	9 1%	4 2%	6 1%	2 2%	3 1%	** **	6 1%	8 2%	10 2%	3 1%	1 1%
Worried that I might have to pay two providers at the same time (P)	13 2%	9 1%	4 2%	7 2%	2 2%	2 1%	** **	5 1%	8 2%	11 2%	1 *%	1 1%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 2%	10 2%	4 2%	7 2%	2 2%	2 1%	** **	8 2%	5 1%	12 2%	2 1%	- -%
Difficulty comparing what other providers were offering	12 1%	7 1%	5 2%	5 1%	1 1%	2 1%	** **	5 1%	6 1%	12 2%	- -%	1 1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1130	853	277	669	182	184	95	374	745	764	251	115
Effective Weighted Sample	919	698	224	610	166	177	91	334	625	621	204	95
Total	862	633	229	396	106	237	123	391	461	578	192	92
Not knowing what to do to switch	12 1%	5 1%	7 3% a	3 1%	3 3% a	3 1%	** **	7 2%	6 1%	9 2%	4 2%	- -%
Worried that other devices or products I own would not work with a new service	12 1%	9 1%	2 1%	5 1%	2 2%	4 2%	** **	8 2%	4 1%	11 2% b	- -%	* 1%
Worried about being without the broadband service during the switch (P)	12 1%	10 2%	1 1%	10 3%	1 1%	- -%	** **	6 2%	6 1%	10 2%	1 *%	1 1%
I'm still in my handset contract period	12 1%	7 1%	5 2%	- -%	- -%	7 3%	** **	5 1%	7 1%	9 2%	3 1%	- -%
Difficulty cancelling my current service (P)	11 1%	5 1%	6 3% a	4 1%	2 2%	1 *% **	** **	3 1%	8 2%	11 2% b	- -%	* *% b
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	11 1%	6 1%	5 2%	6 1%	5 5% a	- -%	** **	8 2% b	3 1%	11 2% b	- -%	- -%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	11 1%	7 1%	4 2%	6 2%	1 1%	1 *% **	** **	4 1%	6 1%	9 2%	2 1%	- -%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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		YES a	NO b	YES a	NO b	YES a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
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Effective Weighted Sample	919	698	224	610	166	177	91	334	625	621	204	95
Total	862	633	229	396	106	237	123	391	461	578	192	92
Concern about arranging for the old and new services to start and stop at the same time (P)	11 1%	9 1%	1 1%	5 1%	1 1%	4 2%	** **	7 2%	4 1%	7 1%	4 2%	- -%
Bad experience when switching communication services previously	10 1%	7 1%	3 1%	5 1%	1 1%	2 1%	** **	3 1%	6 1%	10 2% b	- -%	- -%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	9 1%	7 1%	2 1%	7 2%	2 2%	- -%	** **	4 1%	5 1%	6 1%	2 1%	1 1%
Did not want to lose the email address I had from my broadband provider	9 1%	5 1%	4 2%	5 1%	4 3%	- -%	** **	6 2%	3 1%	3 1%	3 1%	3 3% a
Difficulty when contacting my current provider	9 1%	9 1% b	- -%	7 2%	- -%	2 1%	** **	4 1%	5 1%	6 1%	3 1%	- -%
I couldn't afford/ didn't want to pay off my handset in one lump sum	9 1%	3 1%	5 2% a	- -%	- -%	3 1%	** **	- -%	9 2% a	8 1%	1 1%	- -%
Difficulty when contacting potential new providers	8 1%	8 1%	* *%	5 1%	* *%	3 1%	** **	4 1%	4 1%	7 1%	1 1%	- -%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
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Effective Weighted Sample	919	698	224	610	166	177	91	334	625	621	204	95
Total	862	633	229	396	106	237	123	391	461	578	192	92
Did not want to have to install new equipment myself	8 1%	5 1%	3 1%	5 1%	3 3%	- -%	** **	3 1%	5 1%	7 1%	1 *%	- -%
Would take too long to research the market	7 1%	6 1%	1 *%	5 1%	1 1%	2 1%	** **	5 1%	2 *%	7 1%	- -%	1 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7 1%	7 1%	* *%	7 2%	* *%	- -%	** **	3 1%	4 1%	6 1%	1 1%	- -%
Worried about being without the fixed line phone service during the switch (P)	7 1%	7 1%	- -%	7 2%	- -%	- -%	** **	6 1%	1 *%	4 1%	2 1%	1 1%
Worried about being without the mobile service during the switch (P)	6 1%	4 1%	2 1%	- -%	- -%	4 2%	** **	2 *%	4 1%	6 1%	- -%	- -%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	6 1%	6 1%	- -%	- -%	- -%	6 2%	** **	3 1%	1 *%	4 1%	2 1%	- -%
Did not want to have to get an engineer to install new equipment	4 *%	3 *%	2 1%	3 1%	2 2%	- -%	** **	1 *%	3 1%	2 *%	1 1%	1 1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1130	853	277	669	182	184	95	374	745	764	251	115
Effective Weighted Sample	919	698	224	610	166	177	91	334	625	621	204	95
Total	862	633	229	396	106	237	123	391	461	578	192	92
Worried about being without the Pay TV service during the switch (P)	4 *%	3 1%	* *%	3 1%	* *%	- -%	** **	2 *%	2 *%	2 *%	1 *%	1 1%
Needing to unlock my handset to take it with me	4 *%	4 1%	- -%	- -%	- -%	4 2%	** **	2 *%	2 *%	4 1%	- -%	- -%
Didn't want to have to learn to use a new service	3 *%	2 *%	2 1%	2 *%	- -%	- -%	** **	3 1%	1 *%	3 1%	1 *%	- -%
ANY MAIN FACTOR	828 96%	614 97%	214 93%	385 97%	98 93%	229 97%	** **	378 97%	439 95%	554 96%	186 97%	88 96%
ANY PROCESS FACTOR	63 7%	48 8%	15 7%	37 9%	7 7%	12 5%	** **	30 8%	33 7%	51 9%	9 5%	3 4%
None of these were a main factor	25 3%	14 2%	10 5%	9 2%	5 5%	5 2%	** **	8 2%	17 4%	16 3%	5 3%	3 4%
Can't remember	10 1%	5 1%	5 2%	2 1%	2 2%	3 1%	** **	5 1%	4 1%	8 1%	2 1%	* *%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1130	445	305	198	179	750	377	972	82	52	24	992	138	369	658
Effective Weighted Sample	919	368	247	160	143	615	302	792	67	41	20	806	113	295	541
Total	862	345	229	149	135	574	285	747	62	39	14	760	102	271	503
I negotiated/ accepted a deal with my current provider	162 19%	64 19%	47 20%	26 18%	25 19%	111 19%	51 18%	140 19%	** **	** **	** **	145 19%	17 17%	39 14%	118 23% a
Current provider is still the best deal/ cheapest	100 12%	32 9%	33 15% a	14 10%	20 15%	66 11%	34 12%	80 11%	** **	** **	** **	86 11%	14 14%	31 12%	64 13%
There wasn't enough cost difference for it to be worth switching	57 7%	21 6%	21 9% f	7 5%	8 6%	42 7%	15 5%	52 7%	** **	** **	** **	50 7%	7 7%	12 4%	42 8% a
Current provider has the best quality of service	45 5%	30 9% bcd	10 5% f	2 2%	2 2%	40 7% cdf	5 2%	36 5%	** **	** **	** **	40 5%	4 4%	14 5%	24 5%
Prefer to stay with a trusted/ known provider	38 4%	16 5%	9 4%	10 7%	3 2%	25 4%	13 5%	29 4%	** **	** **	** **	30 4%	9 8% a	9 3%	26 5%
I was still in a contract so couldn't leave/ would have to pay to leave	38 4%	10 3%	13 6%	6 4%	9 7% a	23 4%	15 5%	34 5%	** **	** **	** **	32 4%	6 6%	17 6% b	18 4%
Worried that the service wouldn't be as good with a new provider	33 4%	7 2%	10 4%	6 4%	9 7% ae	17 3%	15 5% a	32 4%	** **	** **	** **	29 4%	4 4%	4 1%	23 5% a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Base : Those naming any major factors that made them decide to stay with their current provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1130	445	305	198	179	750	377	972	82	52	24	992	138	369	658
Effective Weighted Sample	919	368	247	160	143	615	302	792	67	41	20	806	113	295	541
Total	862	345	229	149	135	574	285	747	62	39	14	760	102	271	503
Did not want to lose my phone number	25 3%	11 3%	4 2%	6 4%	4 3%	15 3%	10 4%	24 3%	** **	** **	** **	23 3%	3 3%	9 3%	15 3%
Hassle of needing to contact more than one provider to switch	23 3%	11 3%	6 3%	3 2%	2 2%	17 3%	6 2%	19 3%	** **	** **	** **	18 2%	4 4%	8 3%	10 2%
It's too time consuming to go through the process of switching from one provider to another	20 2%	9 3%	5 2%	4 3%	3 2%	13 2%	7 2%	17 2%	** **	** **	** **	19 2%	2 2%	5 2%	12 2%
Lack of choice	18 2%	11 3% b	1 1%	4 3%	2 2%	12 2%	6 2%	15 2%	** **	** **	** **	15 2%	3 3%	7 3%	8 2%
Did not want to pay disconnection charges	14 2%	5 2%	4 2%	3 2%	1 1%	9 2%	4 1%	9 1%	** **	** **	** **	12 2%	1 1%	6 2%	6 1%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 2%	6 2%	3 1%	3 2%	2 1%	9 2%	4 2%	13 2%	** **	** **	** **	12 2%	1 1%	7 3%	7 1%
Worried that I might have to pay two providers at the same time (P)	13 2%	3 1%	2 1%	6 4% abe	2 2%	5 1%	9 3% abe	13 2%	** **	** **	** **	13 2%	1 1%	3 1%	8 2%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 2%	7 2%	1 *%	4 3% b	2 1%	8 1%	6 2%	12 2%	** **	** **	** **	12 2%	2 2%	6 2%	8 2%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1130	445	305	198	179	750	377	972	82	52	24	992	138	369	658
Effective Weighted Sample	919	368	247	160	143	615	302	792	67	41	20	806	113	295	541
Total	862	345	229	149	135	574	285	747	62	39	14	760	102	271	503
Difficulty comparing what other providers were offering	12 1%	4 1%	3 1%	3 2%	2 2%	7 1%	5 2%	12 2%	** **	** **	** **	11 2%	1 1%	7 3% b	5 1%
Not knowing what to do to switch	12 1%	2 1%	8 3% af	2 1%	1 1%	10 2%	3 1%	11 1%	** **	** **	** **	12 2%	- -%	5 2%	5 1%
Worried that other devices or products I own would not work with a new service	12 1%	8 2% b	1 *%	* *%	2 1%	9 2%	2 1%	10 1%	** **	** **	** **	12 2%	- -%	6 2%	4 1%
Worried about being without the broadband service during the switch (P)	12 1%	5 2%	2 1%	2 2%	2 2%	7 1%	4 2%	12 2%	** **	** **	** **	10 1%	2 2%	3 1%	8 2%
I'm still in my handset contract period	12 1%	- -%	6 3% a	3 2% a	3 2% a	6 1% a	5 2% a	8 1%	** **	** **	** **	9 1%	3 3%	3 1%	5 1%
Difficulty cancelling my current service (P)	11 1%	5 2%	4 2%	1 1%	1 1%	9 2%	2 1%	9 1%	** **	** **	** **	11 1%	* *%	4 2%	7 1%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	11 1%	6 2%	2 1%	2 2%	1 1%	8 1%	3 1%	10 1%	** **	** **	** **	11 1%	- -%	3 1%	5 1%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Significance Level: 95%															
Unweighted total	1130	445	305	198	179	750	377	972	82	52	24	992	138	369	658
Effective Weighted Sample	919	368	247	160	143	615	302	792	67	41	20	806	113	295	541
Total	862	345	229	149	135	574	285	747	62	39	14	760	102	271	503
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	11 1%	6 2%	2 1%	2 1%	1 1%	7 1%	4 1%	9 1%	** **	** **	** **	11 1%	- -%	9 3% b	2 **
Concern about arranging for the old and new services to start and stop at the same time (P)	11 1%	6 2%	1 *% b	* *% b	3 2%	7 1%	3 1%	11 1%	** **	** **	** **	8 1%	3 3%	6 2% b	4 1%
Bad experience when switching communication services previously	10 1%	4 1%	1 1%	3 2%	2 1%	5 1%	5 2%	9 1%	** **	** **	** **	9 1%	* *% b	4 1%	3 1%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	9 1%	5 1%	4 2%	- -%	1 1%	8 1%	1 *% b	7 1%	** **	** **	** **	8 1%	1 1%	2 1%	7 1%
Did not want to lose the email address I had from my broadband provider	9 1%	4 1%	2 1%	2 1%	1 1%	6 1%	3 1%	9 1%	** **	** **	** **	8 1%	1 1%	3 1%	5 1%
Difficulty when contacting my current provider	9 1%	6 2% b	* *% b	1 1%	1 1%	6 1%	2 1%	8 1%	** **	** **	** **	8 1%	1 1%	4 1%	3 1%
I couldn't afford/ didn't want to pay off my handset in one lump sum	9 1%	2 1%	2 1%	1 1%	3 2%	4 1%	4 2%	7 1%	** **	** **	** **	7 1%	2 2%	4 2%	3 1%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1130	445	305	198	179	750	377	972	82	52	24	992	138	369	658
Effective Weighted Sample	919	368	247	160	143	615	302	792	67	41	20	806	113	295	541
Total	862	345	229	149	135	574	285	747	62	39	14	760	102	271	503
Difficulty when contacting potential new providers	8 1%	4 1%	1 1%	2 1%	1 1%	5 1%	3 1%	7 1%	** **	** **	** **	8 1%	- -%	3 1%	5 1%
Did not want to have to install new equipment myself	8 1%	5 1%	1 *%	1 1%	2 1%	6 1%	2 1%	8 1%	** **	** **	** **	8 1%	- -%	1 *%	6 1%
Would take too long to research the market	7 1%	4 1%	1 *%	1 1%	2 1%	5 1%	3 1%	7 1%	** **	** **	** **	7 1%	1 1%	3 1%	4 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7 1%	4 1%	1 1%	1 1%	* *%	6 1%	2 1%	7 1%	** **	** **	** **	6 1%	1 1%	2 1%	3 1%
Worried about being without the fixed line phone service during the switch (P)	7 1%	4 1%	- -%	3 2% b	- -%	4 1%	3 1%	7 1%	** **	** **	** **	7 1%	- -%	1 1%	5 1%
Worried about being without the mobile service during the switch (P)	6 1%	2 1%	4 2% f	- -%	- -%	6 1% f	- -%	6 1%	** **	** **	** **	6 1%	- -%	2 1%	4 1%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	6 1%	3 1%	- -%	3 2% b	- -%	3 1%	3 1%	6 1%	** **	** **	** **	6 1%	- -%	4 1% b	- -%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1130	445	305	198	179	750	377	972	82	52	24	992	138	369	658
Effective Weighted Sample	919	368	247	160	143	615	302	792	67	41	20	806	113	295	541
Total	862	345	229	149	135	574	285	747	62	39	14	760	102	271	503
Did not want to have to get an engineer to install new equipment	4	1	1	2	1	1	3	3	**	**	**	3	2	2	2
	*%	*%	*%	1%	1%	*%	1%	*%	**	**	**	*%	1%	1%	*%
Worried about being without the Pay TV service during the switch (P)	4	2	*	-	2	2	2	3	**	**	**	4	-	2	2
	*%	*%	*%	-%	1%	*%	1%	*%	**	**	**	1%	-%	1%	*%
Needing to unlock my handset to take it with me	4	2	-	1	1	2	2	4	**	**	**	3	1	3	-
	*%	*%	-%	1%	1%	*%	1%	1%	**	**	**	*%	1%	1%	-%
														b	
Didn't want to have to learn to use a new service	3	*	1	2	1	1	2	3	**	**	**	3	-	*	3
	*%	*%	*%	1%	*%	*%	1%	*%	**	**	**	*%	-%	*%	1%
ANY MAIN FACTOR	828	337	218	142	129	556	271	715	**	**	**	731	97	263	488
	96%	98%	95%	95%	95%	97%	95%	96%	**	**	**	96%	95%	97%	97%
		f													
ANY PROCESS FACTOR	63	28	13	13	10	40	23	59	**	**	**	58	6	22	38
	7%	8%	6%	9%	7%	7%	8%	8%	**	**	**	8%	6%	8%	7%
None of these were a main factor	25	5	9	6	5	14	11	23	**	**	**	21	4	3	13
	3%	1%	4%	4%	4%	2%	4%	3%	**	**	**	3%	4%	1%	3%
			a				a								
Can't remember	10	3	2	1	2	5	3	9	**	**	**	8	2	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	**	**	**	1%	2%	2%	*%
														b	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	162	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	100	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	57	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	45	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	38	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	38	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	33	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	25	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	23	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	20	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Lack of choice	18	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	14	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	13	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	8	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	8	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	6	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	6	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**

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		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1200	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	-	-
Total	919	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	3	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	828	**	**	**	**	**	**	**	**	**	**
	90%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTOR	63	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
None of these were a main factor	25	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Can't remember	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
NO MAJOR FACTOR	57	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**

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Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE g
Significance Level: 95%																
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
I negotiated/ accepted a deal with my current provider	162	**	**	**	**	**	**	**	**	162	114	90	42	48	24	48
	18%	**	**	**	**	**	**	**	**	18%	22%	25%	25%	25%	14%	12%
										g	afg	afg	afg	afg		
Current provider is still the best deal/ cheapest	100	**	**	**	**	**	**	**	**	100	47	39	23	16	8	53
	11%	**	**	**	**	**	**	**	**	11%	9%	11%	14%	8%	5%	14%
										f	f	f	bef			bef
There wasn't enough cost difference for it to be worth switching	57	**	**	**	**	**	**	**	**	57	29	19	13	5	11	27
	6%	**	**	**	**	**	**	**	**	6%	6%	5%	8%	3%	6%	7%
										e			e		e	e
Current provider has the best quality of service	45	**	**	**	**	**	**	**	**	45	23	17	6	11	6	22
	5%	**	**	**	**	**	**	**	**	5%	4%	5%	4%	6%	3%	6%
Prefer to stay with a trusted/ known provider	38	**	**	**	**	**	**	**	**	38	19	11	7	3	9	19
	4%	**	**	**	**	**	**	**	**	4%	4%	3%	4%	2%	5%	5%
										e					e	e
I was still in a contract so couldn't leave/ would have to pay to leave	38	**	**	**	**	**	**	**	**	38	25	19	10	9	6	13
	4%	**	**	**	**	**	**	**	**	4%	5%	5%	6%	5%	3%	3%
Worried that the service wouldn't be as good with a new provider	33	**	**	**	**	**	**	**	**	33	16	9	4	5	7	17
	4%	**	**	**	**	**	**	**	**	4%	3%	3%	2%	3%	4%	4%
Did not want to lose my phone number	25	**	**	**	**	**	**	**	**	25	4	4	3	2	-	21
	3%	**	**	**	**	**	**	**	**	3%	1%	1%	2%	1%	-	5%
										bcef			f			abcdef

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		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Hassle of needing to contact more than one provider to switch	23 2%	**	**	**	**	**	**	**	**	23 2%	11 2%	5 1%	2 1%	3 2%	5 3%	12 3%
It's too time consuming to go through the process of switching from one provider to another	20 2%	**	**	**	**	**	**	**	**	20 2%	7 1%	6 2%	2 1%	3 2%	2 1%	13 3% bf
Lack of choice	18 2%	**	**	**	**	**	**	**	**	18 2%	13 2%	7 2%	2 1%	5 2%	6 4%	5 1%
Did not want to pay disconnection charges	14 1%	**	**	**	**	**	**	**	**	14 1%	13 2% 9	7 2% 9	5 3% 9	3 1%	5 3% 9	1 *%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 1%	**	**	**	**	**	**	**	**	13 1%	8 2%	4 1%	3 2%	1 1%	4 2%	5 1%
Worried that I might have to pay two providers at the same time (P)	13 1%	**	**	**	**	**	**	**	**	13 1%	9 2%	5 1%	1 *% d	4 2%	4 2% d	4 1%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	**	**	**	**	**	**	**	**	13 1%	10 2%	7 2%	1 1%	6 3% ad	2 1%	4 1%

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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty comparing what other providers were offering	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1%	6 1%	2 1%	1 1%	1 *	4 3% cde	6 2%
Not knowing what to do to switch	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1% e	5 1%	1 *	1 1%	- -%	4 2% ce	7 2% ce
Worried that other devices or products I own would not work with a new service	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1%	7 1%	3 1%	1 1%	2 1%	4 2%	4 1%
Worried about being without the broadband service during the switch (P)	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1%	12 2% fg	12 3% afg	3 2% fg	9 5% abdfg	- -%	- -%
I'm still in my handset contract period	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	12 1% bc	- -%	- -%	- -%	- -%	- -%	12 3% abcdef
Difficulty cancelling my current service (P)	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	11 1%	6 1%	4 1%	3 2%	2 1%	2 1%	5 1%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	11 1%	11 2% g	7 2% g	1 1%	6 3% adg	5 3% dg	- -%

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		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Significance Level: 95%																
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
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Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	11	**	**	**	**	**	**	**	**	11	7	3	1	2	4	4
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	2%	1%
Concern about arranging for the old and new services to start and stop at the same time (P)	11	**	**	**	**	**	**	**	**	11	6	3	2	1	3	4
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	2%	1%
Bad experience when switching communication services previously	10	**	**	**	**	**	**	**	**	10	6	3	2	1	3	4
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	2%	1%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	9	**	**	**	**	**	**	**	**	9	9	3	-	3	6	-
	1%	**	**	**	**	**	**	**	**	1%	2% dg	1%	-%	2% dg	3% acd	-%
Did not want to lose the email address I had from my broadband provider	9	**	**	**	**	**	**	**	**	9	9	9	4	5	-	-
	1%	**	**	**	**	**	**	**	**	1%	2% fg	2% afg	2% fg	3% afg	-%	-%
Difficulty when contacting my current provider	9	**	**	**	**	**	**	**	**	9	7	3	1	2	4	2
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	2%	1%
I couldn't afford/ didn't want to pay off my handset in one lump sum	9	**	**	**	**	**	**	**	**	9	-	-	-	-	-	9
	1%	**	**	**	**	**	**	**	**	1%	-%	-%	-%	-%	-%	2% bcdef

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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
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Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Difficulty when contacting potential new providers	8 1%	** **	** **	** **	** **	** **	** **	** **	** **	8 1%	6 1%	2 1%	1 1%	1 1%	4 2% c	3 1%
Did not want to have to install new equipment myself	8 1%	** **	** **	** **	** **	** **	** **	** **	** **	8 1%	8 2% g	4 1%	2 1% g	2 1%	4 2% g	- -%
Would take too long to research the market	7 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	6 1%	3 1%	- -%	3 2% d	2 1% d	2 *%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	7 1% g	4 1%	2 1%	2 1%	3 2% g	- -%
Worried about being without the fixed line phone service during the switch (P)	7 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	7 1%	7 2% afg	3 2% fg	4 2% afg	- -%	- -%
Worried about being without the mobile service during the switch (P)	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1% bc	- -%	- -%	- -%	- -%	- -%	6 2% bcdef

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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1% b	- -% b	- -% b	- -% b	- -% b	- -% b	6 1% bcdef
Did not want to have to get an engineer to install new equipment	4 *%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	3 1%	3 2% ag	1 *%	1 *%	- -%
Worried about being without the Pay TV service during the switch (P)	4 *%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	1 *%	- -%	1 1%	2 1% adg	- -%
Needing to unlock my handset to take it with me	4 *%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	- -%	- -%	- -%	- -%	- -%	4 1% bc
Didn't want to have to learn to use a new service	3 *%	** **	** **	** **	** **	** **	** **	** **	** **	3 *%	2 *%	1 *%	- -%	1 *%	1 1%	2 *%
ANY MAIN FACTOR	828 90%	** **	** **	** **	** **	** **	** **	** **	** **	828 90%	483 91%	330 91%	157 92%	173 91%	153 90%	345 89%
ANY PROCESS FACTOR	63 7%	** **	** **	** **	** **	** **	** **	** **	** **	63 7%	44 8%	32 9% g	11 6%	22 11% adg	11 7%	20 5%
None of these were a main factor	25 3%	** **	** **	** **	** **	** **	** **	** **	** **	25 3%	15 3%	11 3%	4 2%	7 4%	4 2%	10 3%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	1200	-	-	-	-	-	-	-	-	1200	900	600	300	300	300	300
Effective Weighted Sample	974	-	-	-	-	-	-	-	-	974	820	568	288	282	253	288
Total	919	-	-	-	-	-	-	-	-	919	530	361	170	191	169	389
Can't remember	10	**	**	**	**	**	**	**	**	10	5	2	-	2	3	5
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	-%	1%	2% d	1% d
NO MAJOR FACTOR	57	**	**	**	**	**	**	**	**	57	28	18	9	9	10	29
	6%	**	**	**	**	**	**	**	**	6%	5%	5%	6%	5%	6%	7%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
I negotiated/ accepted a deal with my current provider	162	162	-	114	-	48	-	60	103	76	53	34
	18%	25%	-%	28%	-%	20%	-%	14%	21%	12%	25%	35%
		b		b		b			a		a	ab
Current provider is still the best deal/ cheapest	100	58	41	34	12	24	29	44	54	53	27	19
	11%	9%	15%	9%	10%	10%	20%	10%	11%	9%	13%	19%
			a				a				a	a
There wasn't enough cost difference for it to be worth switching	57	36	20	21	8	15	13	28	29	31	18	8
	6%	6%	7%	5%	6%	6%	8%	7%	6%	5%	9%	8%
											a	
Current provider has the best quality of service	45	33	12	16	7	18	5	24	19	33	6	5
	5%	5%	4%	4%	6%	7%	3%	6%	4%	5%	3%	5%
Prefer to stay with a trusted/ known provider	38	31	7	14	5	17	2	20	19	27	7	5
	4%	5%	3%	4%	4%	7%	1%	5%	4%	4%	3%	5%
						b						
I was still in a contract so couldn't leave/ would have to pay to leave	38	25	13	15	9	10	4	12	24	26	9	2
	4%	4%	5%	4%	7%	4%	3%	3%	5%	4%	5%	2%
					a							
Worried that the service wouldn't be as good with a new provider	33	19	14	12	5	7	10	18	15	24	7	3
	4%	3%	5%	3%	4%	3%	7%	4%	3%	4%	3%	3%
Did not want to lose my phone number	25	15	10	3	1	12	9	11	14	20	5	1
	3%	2%	4%	1%	1%	5%	6%	3%	3%	3%	2%	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Hassle of needing to contact more than one provider to switch	23 2%	17 3%	6 2%	7 2%	4 3%	10 4%	2 1%	12 3%	11 2%	18 3%	5 2%	- -%
It's too time consuming to go through the process of switching from one provider to another	20 2%	15 2%	5 2%	5 1%	2 2%	10 4%	3 2%	8 2%	11 2%	16 3%	4 2%	- -%
Lack of choice	18 2%	11 2%	7 2%	8 2%	5 4%	3 1%	2 1%	9 2%	9 2%	14 2%	4 2%	- -%
Did not want to pay disconnection charges	14 1%	11 2%	3 1%	11 3%	2 1%	- -%	1 1%	7 2%	7 1%	9 1%	2 1%	2 2%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 1%	9 1%	4 2%	6 1%	2 2%	3 1%	2 1%	6 1%	8 2%	10 2%	3 1%	1 1%
Worried that I might have to pay two providers at the same time (P)	13 1%	9 1%	4 1%	7 2%	2 1%	2 1%	2 1%	5 1%	8 2%	11 2%	1 *%	1 1%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	10 1%	4 1%	7 2%	2 2%	2 1%	2 1%	8 2%	5 1%	12 2%	2 1%	- -%
Difficulty comparing what other providers were offering	12 1%	7 1%	5 2%	5 1%	1 1%	2 1%	4 3%	5 1%	6 1%	12 2%	- -%	1 1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Not knowing what to do to switch	12 1%	5 1%	7 3% a	3 1%	3 2%	3 1%	4 3%	7 2%	6 1%	9 1%	4 2%	- -%
Worried that other devices or products I own would not work with a new service	12 1%	9 1%	2 1%	5 1%	2 2%	4 2%	- -%	8 2%	4 1%	11 2% b	- -%	* 1%
Worried about being without the broadband service during the switch (P)	12 1%	10 2%	1 1%	10 2%	1 1%	- -%	- -%	6 1%	6 1%	10 2%	1 *%	1 1%
I'm still in my handset contract period	12 1%	7 1%	5 2%	- -%	- -%	7 3%	5 3%	5 1%	7 1%	9 1%	3 1%	- -%
Difficulty cancelling my current service (P)	11 1%	5 1%	6 2%	4 1%	2 2%	1 *%	4 3%	3 1%	8 2%	11 2% b	- -%	* *%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	11 1%	6 1%	5 2%	6 1%	5 4% a	- -%	- -%	8 2% b	3 1%	11 2% b	- -%	- -%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	11 1%	7 1%	4 1%	6 1%	1 1%	1 *%	3 2%	4 1%	6 1%	9 1%	2 1%	- -%
Columns Tested: a,b - a,b - a,b - a,b - a,b,c												

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Concern about arranging for the old and new services to start and stop at the same time (P)	11 1%	9 1%	1 *%	5 1%	1 1%	4 2%	- -%	7 2%	4 1%	7 1%	4 2%	- -%
Bad experience when switching communication services previously	10 1%	7 1%	3 1%	5 1%	1 1%	2 1%	2 1%	3 1%	6 1%	10 2% b	- -%	- -%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	9 1%	7 1%	2 1%	7 2%	2 2%	- -%	- -%	4 1%	5 1%	6 1%	2 1%	1 1%
Did not want to lose the email address I had from my broadband provider	9 1%	5 1%	4 1%	5 1%	4 3%	- -%	- -%	6 2%	3 1%	3 1%	3 1%	3 3% a
Difficulty when contacting my current provider	9 1%	9 1% b	- -%	7 2%	- -%	2 1%	- -%	4 1%	5 1%	6 1%	3 1%	- -%
I couldn't afford/ didn't want to pay off my handset in one lump sum	9 1%	3 1%	5 2% a	- -%	- -%	3 1%	5 4%	- -%	9 2% a	8 1%	1 1%	- -%
Difficulty when contacting potential new providers	8 1%	8 1%	* *%	5 1%	* *%	3 1%	- -%	4 1%	4 1%	7 1%	1 1%	- -%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Did not want to have to install new equipment myself	8 1%	5 1%	3 1%	5 1%	3 3%	- -%	- -%	3 1%	5 1%	7 1%	1 *%	- -%
Would take too long to research the market	7 1%	6 1%	1 *%	5 1%	1 1%	2 1%	- -%	5 1%	2 *%	7 1%	- -%	1 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7 1%	7 1%	* *%	7 2%	* *%	- -%	- -%	3 1%	4 1%	6 1%	1 1%	- -%
Worried about being without the fixed line phone service during the switch (P)	7 1%	7 1%	- -%	7 2%	- -%	- -%	- -%	6 1% b	1 *%	4 1%	2 1%	1 1%
Worried about being without the mobile service during the switch (P)	6 1%	4 1%	2 1%	- -%	- -%	4 2%	2 1%	2 *%	4 1%	6 1%	- -%	- -%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	6 1%	6 1%	- -%	- -%	- -%	6 2%	- -%	3 1%	1 *%	4 1%	2 1%	- -%
Did not want to have to get an engineer to install new equipment	4 *%	3 *%	2 1%	3 1%	2 1%	- -%	- -%	1 *%	3 1%	2 *%	1 1%	1 1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1200	869	331	682	218	187	113	400	789	808	272	120
Effective Weighted Sample	974	711	266	622	198	180	109	357	661	654	221	99
Total	919	644	275	404	127	240	149	421	488	614	210	95
Worried about being without the Pay TV service during the switch (P)	4 *%	3 1%	* *%	3 1%	* *%	- -%	- -%	2 *%	2 *%	2 *%	1 *%	1 1%
Needing to unlock my handset to take it with me	4 *%	4 1%	- -%	- -%	- -%	4 2%	- -%	2 *%	2 *%	4 1%	- -%	- -%
Didn't want to have to learn to use a new service	3 *%	2 *%	2 1%	2 *%	- -%	- -%	2 1%	3 1%	1 *%	3 *%	1 *%	- -%
ANY MAIN FACTOR	828 90%	614 95%	214 78%	385 95%	98 77%	229 95%	116 78%	378 90%	439 90%	554 90%	186 88%	88 92%
ANY PROCESS FACTOR	63 7%	48 7%	15 6%	37 9%	7 6%	12 5%	8 6%	30 7%	33 7%	51 8%	9 4%	3 4%
None of these were a main factor	25 3%	14 2%	10 4%	9 2%	5 4%	5 2%	5 3%	8 2%	17 3%	16 3%	5 2%	3 3%
Can't remember	10 1%	5 1%	5 2%	2 1%	2 2%	3 1%	3 2%	5 1%	4 1%	8 1%	2 1%	* *%
NO MAJOR FACTOR	57 6%	11 2%	46 17%	7 2%	21 16%	3 1%	25 17%	30 7%	27 6%	35 6%	18 8%	4 4%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
I negotiated/ accepted a deal with my current provider	162	64	47	26	25	111	51	140	**	**	**	145	17	39	118
	18%	18%	19%	17%	16%	19%	16%	18%	**	**	**	18%	16%	14%	22% a
Current provider is still the best deal/ cheapest	100	32	33	14	20	66	34	80	**	**	**	86	14	31	64
	11%	9%	14% a	9%	12%	11%	11%	10%	**	**	**	11%	13%	11%	12%
There wasn't enough cost difference for it to be worth switching	57	21	21	7	8	42	15	52	**	**	**	50	7	12	42
	6%	6%	9% f	4%	5%	7%	5%	6%	**	**	**	6%	7%	4%	8% a
Current provider has the best quality of service	45	30	10	2	2	40	5	36	**	**	**	40	4	14	24
	5%	8% bcd	4% f	2%	2%	7% cdf	2%	4%	**	**	**	5%	4%	5%	5%
Prefer to stay with a trusted/ known provider	38	16	9	10	3	25	13	29	**	**	**	30	9	9	26
	4%	5%	4%	6% d	2%	4%	4%	4%	**	**	**	4%	8% a	3%	5%
I was still in a contract so couldn't leave/ would have to pay to leave	38	10	13	6	9	23	15	34	**	**	**	32	6	17	18
	4%	3%	5%	4%	6%	4%	5%	4%	**	**	**	4%	6%	6%	3%
Worried that the service wouldn't be as good with a new provider	33	7	10	6	9	17	15	32	**	**	**	29	4	4	23
	4%	2%	4%	4%	6% a	3%	5% a	4%	**	**	**	4%	4%	1%	4% a
Did not want to lose my phone number	25	11	4	6	4	15	10	24	**	**	**	23	3	9	15
	3%	3%	2%	4%	3%	3%	3%	3%	**	**	**	3%	3%	3%	3%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Hassle of needing to contact more than one provider to switch	23 2%	11 3%	6 3%	3 2%	2 1%	17 3%	6 2%	19 2%	** **	** **	** **	18 2%	4 4%	8 3%	10 2%
It's too time consuming to go through the process of switching from one provider to another	20 2%	9 2%	5 2%	4 2%	3 2%	13 2%	7 2%	17 2%	** **	** **	** **	19 2%	2 2%	5 2%	12 2%
Lack of choice	18 2%	11 3% b	1 1%	4 2%	2 1%	12 2%	6 2%	15 2%	** **	** **	** **	15 2%	3 3%	7 2%	8 2%
Did not want to pay disconnection charges	14 1%	5 2%	4 2%	3 2%	1 1%	9 2%	4 1%	9 1%	** **	** **	** **	12 2%	1 1%	6 2%	6 1%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 1%	6 2%	3 1%	3 2%	2 1%	9 2%	4 1%	13 2%	** **	** **	** **	12 2%	1 1%	7 2%	7 1%
Worried that I might have to pay two providers at the same time (P)	13 1%	3 1%	2 1%	6 4% abe	2 1%	5 1%	9 3% abe	13 2%	** **	** **	** **	13 2%	1 1%	3 1%	8 2%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	13 1%	7 2%	1 *%	4 3% b	2 1%	8 1%	6 2%	12 2%	** **	** **	** **	12 1%	2 2%	6 2%	8 1%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty comparing what other providers were offering	12 1%	4 1%	3 1%	3 2%	2 1%	7 1%	5 2%	12 2%	** **	** **	** **	11 1%	1 1%	7 2% b	5 1%
Not knowing what to do to switch	12 1%	2 1%	8 3% af	2 1%	1 1%	10 2%	3 1%	11 1%	** **	** **	** **	12 2%	- -%	5 2%	5 1%
Worried that other devices or products I own would not work with a new service	12 1%	8 2% b	1 *%	* *%	2 1%	9 2%	2 1%	10 1%	** **	** **	** **	12 1%	- -%	6 2%	4 1%
Worried about being without the broadband service during the switch (P)	12 1%	5 1%	2 1%	2 1%	2 1%	7 1%	4 1%	12 1%	** **	** **	** **	10 1%	2 2%	3 1%	8 1%
I'm still in my handset contract period	12 1%	- -%	6 2% a	3 2% a	3 2% a	6 1% a	5 2% a	8 1%	** **	** **	** **	9 1%	3 3%	3 1%	5 1%
Difficulty cancelling my current service (P)	11 1%	5 1%	4 2%	1 1%	1 1%	9 2%	2 1%	9 1%	** **	** **	** **	11 1%	* *%	4 1%	7 1%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	11 1%	6 2%	2 1%	2 2%	1 1%	8 1%	3 1%	10 1%	** **	** **	** **	11 1%	- -%	3 1%	5 1%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL b	YES a	NO b
Significance Level: 95%															
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	11 1%	6 2%	2 1%	2 1%	1 1%	7 1%	4 1%	9 1%	** **	** **	** **	11 1%	- -%	9 3% b	2 **%
Concern about arranging for the old and new services to start and stop at the same time (P)	11 1%	6 2%	1 *% a	* *% a	3 2%	7 1%	3 1%	11 1%	** **	** **	** **	8 1%	3 3% a	6 2% b	4 1%
Bad experience when switching communication services previously	10 1%	4 1%	1 1%	3 2%	2 1%	5 1%	5 1%	9 1%	** **	** **	** **	9 1%	* *% a	4 1%	3 1%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	9 1%	5 1%	4 1%	- -%	1 1%	8 1%	1 *% a	7 1%	** **	** **	** **	8 1%	1 1%	2 1%	7 1%
Did not want to lose the email address I had from my broadband provider	9 1%	4 1%	2 1%	2 1%	1 *% a	6 1%	3 1%	9 1%	** **	** **	** **	8 1%	1 1%	3 1%	5 1%
Difficulty when contacting my current provider	9 1%	6 2% b	* *% a	1 1%	1 1%	6 1%	2 1%	8 1%	** **	** **	** **	8 1%	1 1%	4 1%	3 1%
I couldn't afford/ didn't want to pay off my handset in one lump sum	9 1%	2 1%	2 1%	1 1%	3 2%	4 1%	4 1%	7 1%	** **	** **	** **	7 1%	2 2%	4 2%	3 1%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Difficulty when contacting potential new providers	8 1%	4 1%	1 1%	2 1%	1 1%	5 1%	3 1%	7 1%	** **	** **	** **	8 1%	- -%	3 1%	5 1%
Did not want to have to install new equipment myself	8 1%	5 1%	1 *%	1 1%	2 1%	6 1%	2 1%	8 1%	** **	** **	** **	8 1%	- -%	1 *%	6 1%
Would take too long to research the market	7 1%	4 1%	1 *%	1 1%	2 1%	5 1%	3 1%	7 1%	** **	** **	** **	7 1%	1 *%	3 1%	4 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7 1%	4 1%	1 1%	1 1%	* *%	6 1%	2 *%	7 1%	** **	** **	** **	6 1%	1 1%	2 1%	3 1%
Worried about being without the fixed line phone service during the switch (P)	7 1%	4 1%	- -%	3 2% b	- -%	4 1%	3 1%	7 1%	** **	** **	** **	7 1%	- -%	1 *%	5 1%
Worried about being without the mobile service during the switch (P)	6 1%	2 1%	4 2% f	- -%	- -%	6 1% f	- -%	6 1%	** **	** **	** **	6 1%	- -%	2 1%	4 1%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	6 1%	3 1%	- -%	3 2% b	- -%	3 *%	3 1%	6 1%	** **	** **	** **	6 1%	- -%	4 1% b	- -%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	1200	461	321	209	205	782	414	1031	85	58	26	1056	144	389	695
Effective Weighted Sample	974	380	259	169	163	639	332	838	69	46	21	857	118	310	571
Total	919	358	242	157	158	600	315	795	65	44	15	814	106	288	534
Did not want to have to get an engineer to install new equipment	4 *%	1 *%	1 *%	2 1%	1 *%	1 *%	3 1%	3 *%	** **	** **	** **	3 *%	2 1%	2 1%	2 *%
Worried about being without the Pay TV service during the switch (P)	4 *%	2 *%	* *%	- -%	2 1%	2 *%	2 1%	3 *%	** **	** **	** **	4 *%	- -%	2 1%	2 *%
Needing to unlock my handset to take it with me	4 *%	2 *%	- -%	1 1%	1 1%	2 *%	2 1%	4 *%	** **	** **	** **	3 *%	1 1%	3 1% b	- -%
Didn't want to have to learn to use a new service	3 *%	* *%	1 *%	2 1%	1 *%	1 *%	2 1%	3 *%	** **	** **	** **	3 *%	- -%	* *%	3 1%
ANY MAIN FACTOR	828 90%	337 94% bdf	218 90% d	142 91% d	129 81%	556 93% df	271 86%	715 90%	** **	** **	** **	731 90%	97 92%	263 91%	488 91%
ANY PROCESS FACTOR	63 7%	28 8%	13 5%	13 8%	10 6%	40 7%	23 7%	59 7%	** **	** **	** **	58 7%	6 5%	22 8%	38 7%
None of these were a main factor	25 3%	5 1%	9 4% a	6 4%	5 3%	14 2%	11 3%	23 3%	** **	** **	** **	21 3%	4 3%	3 1%	13 3%
Can't remember	10 1%	3 1%	2 1%	1 1%	2 1%	5 1%	3 1%	9 1%	** **	** **	** **	8 1%	2 2%	4 2% b	2 *%
NO MAJOR FACTOR	57 6%	13 4%	13 5%	8 5%	22 14% abce	26 4%	30 10% abce	49 6%	** **	** **	** **	54 7%	3 3%	17 6%	30 6%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	584	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	481	-	-	-	-	-	-	-	-	-	-
Total	423	-	-	-	-	-	-	-	-	-	-
Reduced the cost of my service/ package	289	**	**	**	**	**	**	**	**	**	**
68%		**	**	**	**	**	**	**	**	**	**
Increase the broadband speed	60	**	**	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**	**	**
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	52	**	**	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**	**	**
Added inclusive calls	50	**	**	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**	**	**
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	44	**	**	**	**	**	**	**	**	**	**
10%		**	**	**	**	**	**	**	**	**	**
Added a new channel package e.g. BT Sport	44	**	**	**	**	**	**	**	**	**	**
10%		**	**	**	**	**	**	**	**	**	**
Increased cost of services/ package	39	**	**	**	**	**	**	**	**	**	**
9%		**	**	**	**	**	**	**	**	**	**
Added a mobile phone service in your package	27	**	**	**	**	**	**	**	**	**	**
6%		**	**	**	**	**	**	**	**	**	**
Decrease in broadband speed	18	**	**	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**	**	**
Other	18	**	**	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	584	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	481	-	-	-	-	-	-	-	-	-	-
Total	423	-	-	-	-	-	-	-	-	-	-
Can't remember	12	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	584	-	-	-	-	-	-	-	-	584	472	337	156	181	135	112
Effective Weighted Sample	481	-	-	-	-	-	-	-	-	481	432	319	150	170	114	108
Total	423	-	-	-	-	-	-	-	-	423	280	202	88	114	78	143
Reduced the cost of my service/ package	289	**	**	**	**	**	**	**	**	289	174	131	64	67	43	115
	68%	**	**	**	**	**	**	**	**	68%	62%	65%	73%	59%	55%	80%
										bef		bef				abcef
Increase the broadband speed	60	**	**	**	**	**	**	**	**	60	60	60	24	36	-	-
	14%	**	**	**	**	**	**	**	**	14%	21%	30%	27%	32%	-%	-%
										fg	afg	abfg	afg	abfg		
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	52	**	**	**	**	**	**	**	**	52	52	30	-	30	23	-
	12%	**	**	**	**	**	**	**	**	12%	19%	15%	-%	26%	29%	-%
										dg	adg	dg		abcdg	abcdg	
Added inclusive calls	50	**	**	**	**	**	**	**	**	50	25	25	8	18	-	25
	12%	**	**	**	**	**	**	**	**	12%	9%	13%	9%	16%	-%	17%
										f	f	f	f	bf		bdf
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	44	**	**	**	**	**	**	**	**	44	44	21	-	21	23	-
	10%	**	**	**	**	**	**	**	**	10%	16%	10%	-%	19%	30%	-%
										dg	acd	dg		acd	abcdg	
Added a new channel package e.g. BT Sport	44	**	**	**	**	**	**	**	**	44	44	26	-	26	18	-
	10%	**	**	**	**	**	**	**	**	10%	16%	13%	-%	23%	23%	-%
										dg	adg	dg		abcdg	abcdg	
Increased cost of services/ package	39	**	**	**	**	**	**	**	**	39	25	16	4	12	9	14
	9%	**	**	**	**	**	**	**	**	9%	9%	8%	5%	10%	12%	10%
															d	
Added a mobile phone service in your package	27	**	**	**	**	**	**	**	**	27	27	15	6	9	12	-
	6%	**	**	**	**	**	**	**	**	6%	10%	8%	7%	8%	15%	-%
										g	g	g	g	g	acd	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	584	-	-	-	-	-	-	-	-	584	472	337	156	181	135	112
Effective Weighted Sample	481	-	-	-	-	-	-	-	-	481	432	319	150	170	114	108
Total	423	-	-	-	-	-	-	-	-	423	280	202	88	114	78	143
Decrease in broadband speed	18	**	**	**	**	**	**	**	**	18	18	18	3	16	-	-
	4%	**	**	**	**	**	**	**	**	4%	7%	9%	3%	14%	-%	-%
										fg	fg	adfg	f	abdfg		
Other	18	**	**	**	**	**	**	**	**	18	8	8	7	2	-	9
	4%	**	**	**	**	**	**	**	**	4%	3%	4%	8%	1%	-%	7%
										f	f	f	bef			ef
Can't remember	12	**	**	**	**	**	**	**	**	12	9	7	3	5	2	3
	3%	**	**	**	**	**	**	**	**	3%	3%	4%	3%	4%	3%	2%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO ~b	YES a	NO ~b	YES a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	584	584	-	472	-	112	-	189	394	366	147	71
Effective Weighted Sample	481	481	-	432	-	108	-	170	335	302	120	60
Total	423	423	-	280	-	143	-	188	234	266	104	53
Reduced the cost of my service/ package	289	289	**	174	**	115	**	114	175	168	81	**
	68%	68%	**	62%	**	80%	**	60%	75% a	63%	78% a	**
Increase the broadband speed	60	60	**	60	**	-	**	27	33	36	16	**
	14%	14%	**	21%	**	-%	**	14%	14%	14%	15%	**
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	52	52	**	52	**	-	**	28	24	41	10	**
	12%	12%	**	19%	**	-%	**	15%	10%	15%	9%	**
Added inclusive calls	50	50	**	25	**	25	**	28	22	37	11	**
	12%	12%	**	9%	**	17%	**	15% b	9%	14%	10%	**
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	44	44	**	44	**	-	**	28	16	32	10	**
	10%	10%	**	16%	**	-%	**	15% b	7%	12%	9%	**
Added a new channel package e.g. BT Sport	44	44	**	44	**	-	**	27	17	35	7	**
	10%	10%	**	16%	**	-%	**	14% b	7%	13% b	7%	**
Increased cost of services/ package	39	39	**	25	**	14	**	21	17	29	5	**
	9%	9%	**	9%	**	10%	**	11%	7%	11% b	5%	**
Added a mobile phone service in your package	27	27	**	27	**	-	**	15	12	21	6	**
	6%	6%	**	10%	**	-%	**	8%	5%	8%	5%	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	~b	a	~b	a	~b	a	b	a	b	~c
Unweighted total	584	584	-	472	-	112	-	189	394	366	147	71
Effective Weighted Sample	481	481	-	432	-	108	-	170	335	302	120	60
Total	423	423	-	280	-	143	-	188	234	266	104	53
Decrease in broadband speed	18	18	**	18	**	-	**	13	6	14	3	**
	4%	4%	**	7%	**	-%	**	7%	2%	5%	3%	**
								b				
Other	18	18	**	8	**	9	**	5	13	8	8	**
	4%	4%	**	3%	**	7%	**	2%	6%	3%	8%	**
											a	
Can't remember	12	12	**	9	**	3	**	6	6	6	2	**
	3%	3%	**	3%	**	2%	**	3%	3%	2%	2%	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	584	228	167	107	82	395	189	498	41	29	16	516	68	183	367
Effective Weighted Sample	481	192	135	89	66	327	155	413	33	22	14	424	58	151	304
Total	423	170	119	75	58	290	133	362	31	21	8	377	46	129	265
Reduced the cost of my service/ package	289	109	90	48	**	199	90	244	**	**	**	252	**	83	188
	68%	64%	75%	64%	**	69%	68%	67%	**	**	**	67%	**	65%	71%
			ac												
Increase the broadband speed	60	30	14	10	**	44	16	53	**	**	**	51	**	19	37
	14%	17%	12%	14%	**	15%	12%	15%	**	**	**	14%	**	15%	14%
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	52	30	11	7	**	41	12	49	**	**	**	47	**	17	32
	12%	17%	9%	10%	**	14%	9%	14%	**	**	**	12%	**	13%	12%
		bf													
Added inclusive calls	50	21	15	11	**	35	15	45	**	**	**	44	**	16	32
	12%	12%	12%	15%	**	12%	11%	12%	**	**	**	12%	**	12%	12%
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	44	25	6	9	**	31	13	41	**	**	**	40	**	16	25
	10%	14%	5%	12%	**	11%	10%	11%	**	**	**	11%	**	13%	10%
		b		b		b									
Added a new channel package e.g. BT Sport	44	24	10	6	**	34	9	40	**	**	**	42	**	14	27
	10%	14%	9%	8%	**	12%	7%	11%	**	**	**	11%	**	11%	10%
		f													
Increased cost of services/ package	39	19	4	10	**	23	16	37	**	**	**	38	**	15	21
	9%	11%	3%	13%	**	8%	12%	10%	**	**	**	10%	**	11%	8%
		b		b		b	b								
Added a mobile phone service in your package	27	17	3	4	**	19	8	24	**	**	**	24	**	10	16
	6%	10%	2%	6%	**	7%	6%	6%	**	**	**	6%	**	8%	6%
		b				b									

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	584	228	167	107	82	395	189	498	41	29	16	516	68	183	367
Effective Weighted Sample	481	192	135	89	66	327	155	413	33	22	14	424	58	151	304
Total	423	170	119	75	58	290	133	362	31	21	8	377	46	129	265
Decrease in broadband speed	18	12	3	2	**	15	3	15	**	**	**	16	**	5	12
	4%	7%	2%	3%	**	5%	2%	4%	**	**	**	4%	**	4%	5%
		bf													
Other	18	6	7	2	**	13	4	15	**	**	**	16	**	3	14
	4%	4%	6%	2%	**	5%	3%	4%	**	**	**	4%	**	3%	5%
Can't remember	12	6	2	2	**	7	5	10	**	**	**	10	**	4	6
	3%	3%	2%	3%	**	3%	4%	3%	**	**	**	3%	**	3%	2%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	90	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	76	-	-	-	-	-	-	-	-	-	-
Total	50	-	-	-	-	-	-	-	-	-	-
There are no other Pay TV providers available in my area	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	90	-	-	-	-	-	-	-	-	90	90	-	-	-	90	-
Effective Weighted Sample	76	-	-	-	-	-	-	-	-	76	76	-	-	-	76	-
Total	50	-	-	-	-	-	-	-	-	50	50	-	-	-	50	-
There are no other Pay TV providers available in my area	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	90	74	16	74	16	-	-	27	61	75	14	1
Effective Weighted Sample	76	63	13	63	13	-	-	27	61	63	12	1
Total	50	41	9	41	9	-	-	25	24	40	9	*
There are no other Pay TV providers available in my area	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%															
Unweighted total	90	43	19	15	12	62	27	75	5	6	4	85	5	35	44
Effective Weighted Sample	76	36	17	13	10	52	23	63	5	6	4	72	4	30	37
Total	50	25	9	10	6	34	16	42	4	3	2	46	4	18	25
There are no other Pay TV providers available in my area	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	369	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	307	-	-	-	-	-	-	-	-	-	-
Total	277	-	-	-	-	-	-	-	-	-	-
Programmes stored on my device	86	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Flexible subscription, that allows you to change what's included in your package	71	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
The ability to watch programmes 'on the go' using different devices	68	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Access to other TV services such as Netflix	66	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Ability to record multiple programmes at the same time	66	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
The ability to watch different programmes on different TV sets/devices at the same time	65	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Particular programmes or channels	59	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Particular HD programmes or channels	50	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	369	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	307	-	-	-	-	-	-	-	-	-	-
Total	277	-	-	-	-	-	-	-	-	-	-
Other	12	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Can't remember	24	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH							
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	~d	e	f	~g
Unweighted total	369	-	-	-	-	-	-	-	-	369	285	148	40	108	137	84
Effective Weighted Sample	307	-	-	-	-	-	-	-	-	307	255	140	38	102	116	81
Total	277	-	-	-	-	-	-	-	-	277	173	95	24	71	78	104
Programmes stored on my device	86	**	**	**	**	**	**	**	**	86	62	38	**	32	25	**
	31%	**	**	**	**	**	**	**	**	31%	36%	40%	**	45% af	32%	**
Flexible subscription, that allows you to change what's included in your package	71	**	**	**	**	**	**	**	**	71	49	24	**	20	25	**
	26%	**	**	**	**	**	**	**	**	26%	28%	25%	**	28%	32%	**
The ability to watch programmes 'on the go' using different devices	68	**	**	**	**	**	**	**	**	68	49	30	**	26	19	**
	25%	**	**	**	**	**	**	**	**	25%	28%	31%	**	36% a	25%	**
Access to other TV services such as Netflix	66	**	**	**	**	**	**	**	**	66	44	29	**	24	16	**
	24%	**	**	**	**	**	**	**	**	24%	26%	30%	**	34% af	20%	**
Ability to record multiple programmes at the same time	66	**	**	**	**	**	**	**	**	66	60	36	**	28	24	**
	24%	**	**	**	**	**	**	**	**	24%	34% a	38% a	**	39% a	30%	**
The ability to watch different programmes on different TV sets/devices at the same time	65	**	**	**	**	**	**	**	**	65	58	33	**	24	25	**
	23%	**	**	**	**	**	**	**	**	23%	33% a	35% a	**	33% a	32%	**
Particular programmes or channels	59	**	**	**	**	**	**	**	**	59	46	23	**	20	23	**
	21%	**	**	**	**	**	**	**	**	21%	26%	24%	**	28%	29%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS				DECIDED NOT TO SWITCH						
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	~d	e	f	~g
Unweighted total	369	-	-	-	-	-	-	-	-	369	285	148	40	108	137	84
Effective Weighted Sample	307	-	-	-	-	-	-	-	-	307	255	140	38	102	116	81
Total	277	-	-	-	-	-	-	-	-	277	173	95	24	71	78	104
Particular HD programmes or channels	50	**	**	**	**	**	**	**	**	50	44	25	**	20	19	**
	18%	**	**	**	**	**	**	**	**	18%	25% a	26% a	**	29% a	24%	**
Other	12	**	**	**	**	**	**	**	**	12	1	1	**	1	-	**
	4%	**	**	**	**	**	**	**	**	4% bf	1%	1%	**	1%	-%	**
Can't remember	24	**	**	**	**	**	**	**	**	24	5	4	**	3	1	**
	9%	**	**	**	**	**	**	**	**	9% bf	3%	4%	**	4%	2%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	~b	a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	369	302	67	241	44	61	23	126	237	288	68	13
Effective Weighted Sample	307	252	55	216	39	59	22	116	195	238	58	11
Total	277	224	53	148	25	76	28	125	147	215	53	9
Programmes stored on my device	86	67	**	50	**	**	**	35	48	63	**	**
	31%	30%	**	34%	**	**	**	28%	33%	29%	**	**
Flexible subscription, that allows you to change what's included in your package	71	63	**	45	**	**	**	34	35	62	**	**
	26%	28%	**	31%	**	**	**	27%	24%	29%	**	**
The ability to watch programmes 'on the go' using different devices	68	62	**	47	**	**	**	34	34	57	**	**
	25%	28%	**	32%	**	**	**	27%	23%	26%	**	**
Access to other TV services such as Netflix	66	55	**	38	**	**	**	31	34	54	**	**
	24%	25%	**	26%	**	**	**	25%	23%	25%	**	**
Ability to record multiple programmes at the same time	66	53	**	52	**	**	**	30	36	52	**	**
	24%	24%	**	35%	**	**	**	24%	24%	24%	**	**
The ability to watch different programmes on different TV sets/devices at the same time	65	56	**	51	**	**	**	35	29	51	**	**
	23%	25%	**	35%	**	**	**	28%	20%	24%	**	**
Particular programmes or channels	59	51	**	40	**	**	**	27	32	44	**	**
	21%	23%	**	27%	**	**	**	22%	22%	21%	**	**
Particular HD programmes or channels	50	43	**	40	**	**	**	33	17	40	**	**
	18%	19%	**	27%	**	**	**	26%	12%	19%	**	**

b

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO ~b	YES a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 ~b	65+ ~c
Significance Level: 95%												
Unweighted total	369	302	67	241	44	61	23	126	237	288	68	13
Effective Weighted Sample	307	252	55	216	39	59	22	116	195	238	58	11
Total	277	224	53	148	25	76	28	125	147	215	53	9
Other	12	11	**	1	**	**	**	2	8	7	**	**
	4%	5%	**	1%	**	**	**	2%	6%	3%	**	**
Can't remember	24	19	**	5	**	**	**	15	8	13	**	**
	9%	8%	**	3%	**	**	**	12%	6%	6%	**	**
								b				

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	369	158	101	60	50	259	110	314	32	17	6	333	36	145	192
Effective Weighted Sample	307	133	85	49	39	218	88	262	26	15	5	276	31	118	162
Total	277	121	73	46	37	194	83	237	26	10	4	252	25	102	148
Programmes stored on my device	86	36	27	**	**	63	23	77	**	**	**	81	**	31	49
	31%	29%	37%	**	**	32%	28%	32%	**	**	**	32%	**	30%	33%
Flexible subscription, that allows you to change what's included in your package	71	40	12	**	**	53	19	62	**	**	**	65	**	29	35
	26%	33%	17%	**	**	27%	23%	26%	**	**	**	26%	**	28%	24%
		b				b									
The ability to watch programmes 'on the go' using different devices	68	32	18	**	**	50	18	62	**	**	**	63	**	24	39
	25%	27%	24%	**	**	26%	22%	26%	**	**	**	25%	**	23%	26%
Access to other TV services such as Netflix	66	40	11	**	**	51	14	59	**	**	**	59	**	27	35
	24%	33%	16%	**	**	26%	17%	25%	**	**	**	23%	**	27%	24%
		bf				b									
Ability to record multiple programmes at the same time	66	28	17	**	**	45	20	58	**	**	**	61	**	22	40
	24%	23%	23%	**	**	23%	24%	24%	**	**	**	24%	**	22%	27%
The ability to watch different programmes on different TV sets/devices at the same time	65	33	15	**	**	48	17	58	**	**	**	58	**	23	38
	23%	28%	20%	**	**	25%	20%	24%	**	**	**	23%	**	23%	26%
Particular programmes or channels	59	26	16	**	**	42	16	52	**	**	**	54	**	21	34
	21%	22%	22%	**	**	22%	20%	22%	**	**	**	22%	**	21%	23%
Particular HD programmes or channels	50	33	11	**	**	44	6	42	**	**	**	47	**	19	26
	18%	28%	15%	**	**	23%	7%	18%	**	**	**	19%	**	19%	18%
		bf				f									

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	369	158	101	60	50	259	110	314	32	17	6	333	36	145	192
Effective Weighted Sample	307	133	85	49	39	218	88	262	26	15	5	276	31	118	162
Total	277	121	73	46	37	194	83	237	26	10	4	252	25	102	148
Other	12	4	3	**	**	7	5	11	**	**	**	9	**	3	8
	4%	3%	4%	**	**	4%	6%	5%	**	**	**	3%	**	3%	5%
Can't remember	24	5	9	**	**	14	10	20	**	**	**	21	**	6	15
	9%	4%	12%	**	**	7%	12%	8%	**	**	**	9%	**	6%	10%
			a				a								

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	600	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	535	-	-	-	-	-	-	-	-	-	-
Total	360	-	-	-	-	-	-	-	-	-	-
Sky Sports Premier League	115	**	**	**	**	**	**	**	**	**	**
32%		**	**	**	**	**	**	**	**	**	**
Sky Sports Football	138	**	**	**	**	**	**	**	**	**	**
38%		**	**	**	**	**	**	**	**	**	**
Sky Sports Cricket	85	**	**	**	**	**	**	**	**	**	**
23%		**	**	**	**	**	**	**	**	**	**
Sky Sports Golf	77	**	**	**	**	**	**	**	**	**	**
22%		**	**	**	**	**	**	**	**	**	**
Sky Sports F1	105	**	**	**	**	**	**	**	**	**	**
29%		**	**	**	**	**	**	**	**	**	**
Sky Sports Racing	74	**	**	**	**	**	**	**	**	**	**
21%		**	**	**	**	**	**	**	**	**	**
Sky Sports Arena	69	**	**	**	**	**	**	**	**	**	**
19%		**	**	**	**	**	**	**	**	**	**
Sky Sports Main Event	71	**	**	**	**	**	**	**	**	**	**
20%		**	**	**	**	**	**	**	**	**	**
Sky Sports NFL	52	**	**	**	**	**	**	**	**	**	**
15%		**	**	**	**	**	**	**	**	**	**
Sky Sports News	97	**	**	**	**	**	**	**	**	**	**
27%		**	**	**	**	**	**	**	**	**	**
Sky Sports Mix	64	**	**	**	**	**	**	**	**	**	**
18%		**	**	**	**	**	**	**	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	46	**	**	**	**	**	**	**	**	**	**
13%		**	**	**	**	**	**	**	**	**	**
BT Sport channels	65	**	**	**	**	**	**	**	**	**	**
18%		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	600	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	535	-	-	-	-	-	-	-	-	-	-
Total	360	-	-	-	-	-	-	-	-	-	-
ANY SKY SPORTS CHANNELS	229	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**
BT SPORT CHANNELS	65	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS OR BT SPORT CHANNELS	244	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	179	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
ONLY BT SPORT CHANNELS	15	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	50	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
None of these channels	102	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Don't know	15	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY ~d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g
Significance Level: 95%																
Unweighted total	600	-	-	-	-	-	-	-	-	600	600	300	-	300	300	-
Effective Weighted Sample	535	-	-	-	-	-	-	-	-	535	535	282	-	282	253	-
Total	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-
Sky Sports Premier League	115	**	**	**	**	**	**	**	**	115	115	58	**	58	57	**
	32%	**	**	**	**	**	**	**	**	32%	32%	30%	**	30%	33%	**
Sky Sports Football	138	**	**	**	**	**	**	**	**	138	138	65	**	65	73	**
	38%	**	**	**	**	**	**	**	**	38%	38%	34%	**	34%	43%	**
												f		f	ce	
Sky Sports Cricket	85	**	**	**	**	**	**	**	**	85	85	50	**	50	35	**
	23%	**	**	**	**	**	**	**	**	23%	23%	26%	**	26%	21%	**
Sky Sports Golf	77	**	**	**	**	**	**	**	**	77	77	46	**	46	32	**
	22%	**	**	**	**	**	**	**	**	22%	22%	24%	**	24%	19%	**
Sky Sports F1	105	**	**	**	**	**	**	**	**	105	105	55	**	55	50	**
	29%	**	**	**	**	**	**	**	**	29%	29%	29%	**	29%	29%	**
Sky Sports Racing	74	**	**	**	**	**	**	**	**	74	74	47	**	47	27	**
	21%	**	**	**	**	**	**	**	**	21%	21%	24%	**	24%	16%	**
Sky Sports Arena	69	**	**	**	**	**	**	**	**	69	69	40	**	40	29	**
	19%	**	**	**	**	**	**	**	**	19%	19%	21%	**	21%	17%	**
Sky Sports Main Event	71	**	**	**	**	**	**	**	**	71	71	36	**	36	35	**
	20%	**	**	**	**	**	**	**	**	20%	20%	19%	**	19%	21%	**
Sky Sports NFL	52	**	**	**	**	**	**	**	**	52	52	33	**	33	20	**
	15%	**	**	**	**	**	**	**	**	15%	15%	17%	**	17%	12%	**
Sky Sports News	97	**	**	**	**	**	**	**	**	97	97	52	**	52	44	**
	27%	**	**	**	**	**	**	**	**	27%	27%	27%	**	27%	26%	**
Sky Sports Mix	64	**	**	**	**	**	**	**	**	64	64	37	**	37	26	**
	18%	**	**	**	**	**	**	**	**	18%	18%	19%	**	19%	16%	**
We pay for Sky Sports channels, but not sure which ones are included	46	**	**	**	**	**	**	**	**	46	46	22	**	22	24	**
	13%	**	**	**	**	**	**	**	**	13%	13%	12%	**	12%	14%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	~d	e	f	~g
Unweighted total	600	-	-	-	-	-	-	-	-	600	600	300	-	300	300	-
Effective Weighted Sample	535	-	-	-	-	-	-	-	-	535	535	282	-	282	253	-
Total	360	-	-	-	-	-	-	-	-	360	360	191	-	191	169	-
BT Sport channels	65	**	**	**	**	**	**	**	**	65	65	38	**	38	27	**
	18%	**	**	**	**	**	**	**	**	18%	18%	20%	**	20%	16%	**
ANY SKY SPORTS CHANNELS	229	**	**	**	**	**	**	**	**	229	229	108	**	108	120	**
	63%	**	**	**	**	**	**	**	**	63%	63%	57%	**	57%	71%	**
										ce	ce				abce	
BT SPORT CHANNELS	65	**	**	**	**	**	**	**	**	65	65	38	**	38	27	**
	18%	**	**	**	**	**	**	**	**	18%	18%	20%	**	20%	16%	**
ANY SKY SPORTS OR BT SPORT CHANNELS	244	**	**	**	**	**	**	**	**	244	244	120	**	120	124	**
	68%	**	**	**	**	**	**	**	**	68%	68%	63%	**	63%	73%	**
															ce	
ONLY SKY SPORTS CHANNELS	179	**	**	**	**	**	**	**	**	179	179	82	**	82	96	**
	50%	**	**	**	**	**	**	**	**	50%	50%	43%	**	43%	57%	**
															abce	
ONLY BT SPORT CHANNELS	15	**	**	**	**	**	**	**	**	15	15	12	**	12	3	**
	4%	**	**	**	**	**	**	**	**	4%	4%	6%	**	6%	2%	**
												f		f		
BOTH SKY SPORTS AND BT SPORT CHANNELS	50	**	**	**	**	**	**	**	**	50	50	26	**	26	24	**
	14%	**	**	**	**	**	**	**	**	14%	14%	13%	**	13%	14%	**
None of these channels	102	**	**	**	**	**	**	**	**	102	102	63	**	63	39	**
	28%	**	**	**	**	**	**	**	**	28%	28%	33%	**	33%	23%	**
												f		f		
Don't know	15	**	**	**	**	**	**	**	**	15	15	8	**	8	7	**
	4%	**	**	**	**	**	**	**	**	4%	4%	4%	**	4%	4%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	~a	~b	a	b	a	b	~c
Unweighted total	600	469	131	469	131	-	-	194	403	430	126	44
Effective Weighted Sample	535	420	115	420	115	-	-	194	395	382	113	40
Total	360	283	77	283	77	-	-	173	185	251	80	29
Sky Sports Premier League	115	95	19	95	19	**	**	75	39	83	25	**
	32%	34%	25%	34%	25%	**	**	43%	21%	33%	31%	**
								b				
Sky Sports Football	138	117	21	117	21	**	**	88	50	101	31	**
	38%	41%	28%	41%	28%	**	**	51%	27%	40%	39%	**
		b		b				b				
Sky Sports Cricket	85	75	9	75	9	**	**	56	29	60	20	**
	23%	27%	12%	27%	12%	**	**	32%	15%	24%	25%	**
		b		b				b				
Sky Sports Golf	77	68	10	68	10	**	**	51	27	54	18	**
	22%	24%	13%	24%	13%	**	**	29%	15%	21%	23%	**
		b		b				b				
Sky Sports F1	105	93	12	93	12	**	**	68	36	78	22	**
	29%	33%	16%	33%	16%	**	**	40%	20%	31%	27%	**
		b		b				b				
Sky Sports Racing	74	64	10	64	10	**	**	44	30	52	18	**
	21%	22%	14%	22%	14%	**	**	26%	16%	21%	22%	**
		b		b				b				
Sky Sports Arena	69	60	9	60	9	**	**	42	28	52	12	**
	19%	21%	12%	21%	12%	**	**	24%	15%	21%	16%	**
		b		b				b				
Sky Sports Main Event	71	60	11	60	11	**	**	42	29	49	16	**
	20%	21%	14%	21%	14%	**	**	24%	16%	19%	20%	**
								b				
Sky Sports NFL	52	45	7	45	7	**	**	27	25	37	11	**
	15%	16%	9%	16%	9%	**	**	16%	13%	15%	14%	**
Sky Sports News	97	81	16	81	16	**	**	57	40	65	23	**
	27%	29%	20%	29%	20%	**	**	33%	21%	26%	29%	**
								b				

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	~a	~b	a	b	a	b	~c
Unweighted total	600	469	131	469	131	-	-	194	403	430	126	44
Effective Weighted Sample	535	420	115	420	115	-	-	194	395	382	113	40
Total	360	283	77	283	77	-	-	173	185	251	80	29
Sky Sports Mix	64	54	10	54	10	**	**	34	30	43	15	**
	18%	19%	13%	19%	13%	**	**	19%	16%	17%	18%	**
We pay for Sky Sports channels, but not sure which ones are included	46	36	10	36	10	**	**	15	31	37	7	**
	13%	13%	13%	13%	13%	**	**	9%	17% a	15%	9%	**
BT Sport channels	65	50	15	50	15	**	**	33	32	39	16	**
	18%	18%	20%	18%	20%	**	**	19%	17%	16%	19%	**
ANY SKY SPORTS CHANNELS	229	190	38	190	38	**	**	130	98	175	42	**
	63%	67%	50%	67%	50%	**	**	75% b	53%	70% b	53%	**
BT SPORT CHANNELS	65	50	15	50	15	**	**	33	32	39	16	**
	18%	18%	20%	18%	20%	**	**	19%	17%	16%	19%	**
ANY SKY SPORTS OR BT SPORT CHANNELS	244	202	42	202	42	**	**	137	106	182	46	**
	68%	71% b	55%	71% b	55%	**	**	79% b	57%	73% b	58%	**
ONLY SKY SPORTS CHANNELS	179	152	27	152	27	**	**	105	74	143	30	**
	50%	54% b	35%	54% b	35%	**	**	60% b	40%	57% b	38%	**
ONLY BT SPORT CHANNELS	15	12	3	12	3	**	**	7	8	8	4	**
	4%	4%	5%	4%	5%	**	**	4%	4%	3%	5%	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	50	38	12	38	12	**	**	26	24	31	12	**
	14%	13%	15%	13%	15%	**	**	15%	13%	12%	15%	**
None of these channels	102	71	30	71	30	**	**	31	70	57	32	**
	28%	25%	39% a	25% a	39%	**	**	18%	38% a	23%	40% a	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES a	NO b	YES a	NO b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	600	469	131	469	131	-	-	194	403	430	126	44
Effective Weighted Sample	535	420	115	420	115	-	-	194	395	382	113	40
Total	360	283	77	283	77	-	-	173	185	251	80	29
Don't know	15	10	5	10	5	**	**	4	10	12	2	**
	4%	4%	6%	4%	6%	**	**	3%	5%	5%	2%	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	600	255	140	106	98	395	204	513	44	28	15	539	61	200	342
Effective Weighted Sample	535	228	126	94	87	353	181	458	40	25	14	481	55	178	307
Total	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
Sky Sports Premier League	115	62	23	19	**	85	30	103	**	**	**	107	**	29	75
	32%	38%	28%	31%	**	35%	26%	33%	**	**	**	33%	**	26%	36%
		bf				f									a
Sky Sports Football	138	71	29	25	**	101	37	126	**	**	**	129	**	30	94
	38%	44%	36%	41%	**	42%	32%	40%	**	**	**	40%	**	26%	44%
		f				f									a
Sky Sports Cricket	85	51	15	14	**	66	19	79	**	**	**	80	**	18	60
	23%	32%	19%	22%	**	27%	16%	25%	**	**	**	25%	**	16%	29%
		bf				bf									a
Sky Sports Golf	77	45	14	12	**	60	18	71	**	**	**	72	**	20	52
	22%	28%	18%	20%	**	25%	15%	23%	**	**	**	22%	**	17%	25%
		bf				f									a
Sky Sports F1	105	60	18	18	**	78	26	94	**	**	**	95	**	23	74
	29%	37%	22%	29%	**	32%	23%	30%	**	**	**	29%	**	21%	35%
		bf				bf									a
Sky Sports Racing	74	39	16	12	**	56	18	67	**	**	**	69	**	15	54
	21%	24%	21%	20%	**	23%	16%	21%	**	**	**	21%	**	14%	26%
		f				f									a
Sky Sports Arena	69	38	12	14	**	50	20	62	**	**	**	64	**	15	45
	19%	23%	15%	22%	**	20%	17%	20%	**	**	**	20%	**	13%	21%
		b													a
Sky Sports Main Event	71	33	16	14	**	48	22	65	**	**	**	66	**	19	46
	20%	20%	20%	23%	**	20%	19%	21%	**	**	**	20%	**	17%	22%
Sky Sports NFL	52	27	12	11	**	39	14	48	**	**	**	48	**	10	38
	15%	17%	14%	17%	**	16%	12%	15%	**	**	**	15%	**	9%	18%
															a
Sky Sports News	97	48	20	19	**	69	28	87	**	**	**	88	**	25	63
	27%	30%	25%	31%	**	28%	24%	28%	**	**	**	27%	**	22%	30%
															a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	600	255	140	106	98	395	204	513	44	28	15	539	61	200	342
Effective Weighted Sample	535	228	126	94	87	353	181	458	40	25	14	481	55	178	307
Total	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
Sky Sports Mix	64	29	15	14	**	44	20	58	**	**	**	57	**	12	46
	18%	18%	19%	22%	**	18%	17%	19%	**	**	**	18%	**	11%	22%
															a
We pay for Sky Sports channels, but not sure which ones are included	46	24	6	11	**	31	16	41	**	**	**	42	**	14	27
	13%	15%	8%	17%	**	13%	13%	13%	**	**	**	13%	**	13%	13%
		b		b											
BT Sport channels	65	23	20	13	**	44	21	59	**	**	**	58	**	15	46
	18%	14%	26%	21%	**	18%	18%	19%	**	**	**	18%	**	13%	22%
			a												a
ANY SKY SPORTS CHANNELS	229	122	46	39	**	168	60	206	**	**	**	212	**	67	139
	63%	75%	58%	62%	**	70%	51%	66%	**	**	**	65%	**	60%	66%
		bcf				bf									
BT SPORT CHANNELS	65	23	20	13	**	44	21	59	**	**	**	58	**	15	46
	18%	14%	26%	21%	**	18%	18%	19%	**	**	**	18%	**	13%	22%
			a												a
ANY SKY SPORTS OR BT SPORT CHANNELS	244	126	53	40	**	180	64	219	**	**	**	225	**	71	151
	68%	78%	67%	63%	**	74%	54%	70%	**	**	**	69%	**	62%	71%
		bcf	f			cf									a
ONLY SKY SPORTS CHANNELS	179	103	33	27	**	136	43	160	**	**	**	167	**	55	105
	50%	64%	41%	42%	**	56%	36%	51%	**	**	**	51%	**	49%	50%
		bcf				bcf									
ONLY BT SPORT CHANNELS	15	5	7	1	**	12	4	14	**	**	**	12	**	3	11
	4%	3%	9%	1%	**	5%	3%	4%	**	**	**	4%	**	3%	5%
			acf												
BOTH SKY SPORTS AND BT SPORT CHANNELS	50	19	14	12	**	32	18	45	**	**	**	45	**	12	34
	14%	11%	17%	20%	**	13%	15%	14%	**	**	**	14%	**	11%	16%
				a											

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	600	255	140	106	98	395	204	513	44	28	15	539	61	200	342
Effective Weighted Sample	535	228	126	94	87	353	181	458	40	25	14	481	55	178	307
Total	360	162	80	63	55	242	118	313	26	15	7	325	35	113	212
None of these channels	102	31	23	21	**	54	47	80	**	**	**	87	**	37	55
	28%	19%	28%	33%	**	22%	40%	26%	**	**	**	27%	**	33%	26%
			a	ae			abe								
Don't know	15	4	4	2	**	8	6	13	**	**	**	13	**	6	6
	4%	3%	5%	3%	**	3%	5%	4%	**	**	**	4%	**	5%	3%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	388	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	345	-	-	-	-	-	-	-	-	-	-
Total	244	-	-	-	-	-	-	-	-	-	-
Very important	122	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
Fairly important	88	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Not very important	20	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
Not at all important	12	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	210	**	**	**	**	**	**	**	**	**	**
	86%	**	**	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	32	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS			DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	~d	e	f	~g
Unweighted total	388	-	-	-	-	-	-	-	-	388	388	180	-	180	208	-
Effective Weighted Sample	345	-	-	-	-	-	-	-	-	345	345	169	-	169	176	-
Total	244	-	-	-	-	-	-	-	-	244	244	120	-	120	124	-
Very important	122	**	**	**	**	**	**	**	**	122	122	64	**	64	59	**
	50%	**	**	**	**	**	**	**	**	50%	50%	53%	**	53%	48%	**
Fairly important	88	**	**	**	**	**	**	**	**	88	88	42	**	42	46	**
	36%	**	**	**	**	**	**	**	**	36%	36%	35%	**	35%	37%	**
Not very important	20	**	**	**	**	**	**	**	**	20	20	8	**	8	12	**
	8%	**	**	**	**	**	**	**	**	8%	8%	7%	**	7%	10%	**
Not at all important	12	**	**	**	**	**	**	**	**	12	12	6	**	6	6	**
	5%	**	**	**	**	**	**	**	**	5%	5%	5%	**	5%	4%	**
TOTAL IMPORTANT	210	**	**	**	**	**	**	**	**	210	210	106	**	106	105	**
	86%	**	**	**	**	**	**	**	**	86%	86%	88%	**	88%	85%	**
TOTAL NOT IMPORTANT	32	**	**	**	**	**	**	**	**	32	32	14	**	14	18	**
	13%	**	**	**	**	**	**	**	**	13%	13%	12%	**	12%	14%	**
Don't know	1	**	**	**	**	**	**	**	**	1	1	-	**	-	1	**
	*0%	**	**	**	**	**	**	**	**	*0%	*0%	-0%	**	-0%	1%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	~b	a	~b	~a	~b	a	b	a	~b	~c
Unweighted total	388	319	69	319	69	-	-	154	233	300	65	23
Effective Weighted Sample	345	285	61	285	61	-	-	154	228	265	60	21
Total	244	202	42	202	42	-	-	137	106	182	46	15
Very important	122	106	**	106	**	**	**	77	45	90	**	**
	50%	52%	**	52%	**	**	**	56%	43%	50%	**	**
								b				
Fairly important	88	72	**	72	**	**	**	47	41	70	**	**
	36%	35%	**	35%	**	**	**	35%	38%	38%	**	**
Not very important	20	16	**	16	**	**	**	8	12	15	**	**
	8%	8%	**	8%	**	**	**	6%	12%	8%	**	**
Not at all important	12	7	**	7	**	**	**	5	6	6	**	**
	5%	4%	**	4%	**	**	**	4%	6%	3%	**	**
TOTAL IMPORTANT	210	177	**	177	**	**	**	124	86	160	**	**
	86%	88%	**	88%	**	**	**	90%	81%	88%	**	**
								b				
TOTAL NOT IMPORTANT	32	23	**	23	**	**	**	13	19	21	**	**
	13%	12%	**	12%	**	**	**	10%	18%	12%	**	**
								a				
Don't know	1	1	**	1	**	**	**	-	1	1	**	**
	0%	1%	**	1%	**	**	**	0%	1%	1%	**	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	e	f	a	~b	~c	~d	a	~b	a	b
Unweighted total	388	192	88	68	40	280	108	345	26	14	3	357	31	120	232
Effective Weighted Sample	345	173	78	60	35	251	95	308	23	12	3	318	27	106	208
Total	244	126	53	40	24	180	64	219	15	7	1	225	19	71	151
Very important	122	71	**	**	**	91	31	112	**	**	**	111	**	39	76
	50%	57%	**	**	**	51%	49%	51%	**	**	**	50%	**	56%	50%
Fairly important	88	45	**	**	**	69	19	78	**	**	**	83	**	18	60
	36%	35%	**	**	**	38%	30%	36%	**	**	**	37%	**	25%	40%
														a	
Not very important	20	7	**	**	**	13	7	18	**	**	**	18	**	9	8
	8%	6%	**	**	**	7%	11%	8%	**	**	**	8%	**	13%	5%
														b	
Not at all important	12	3	**	**	**	5	6	10	**	**	**	11	**	4	7
	5%	2%	**	**	**	3%	10%	4%	**	**	**	5%	**	6%	5%
							ae								
TOTAL IMPORTANT	210	116	**	**	**	160	50	190	**	**	**	194	**	57	135
	86%	92%	**	**	**	89%	79%	87%	**	**	**	87%	**	81%	90%
		f				f									a
TOTAL NOT IMPORTANT	32	10	**	**	**	19	13	28	**	**	**	29	**	13	15
	13%	8%	**	**	**	10%	21%	13%	**	**	**	13%	**	19%	10%
							ae							b	
Don't know	1	*	**	**	**	1	-	1	**	**	**	1	**	-	*
	*%	*%	**	**	**	1%	-%	1%	**	**	**	1%	**	-%	*%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	1692	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	985	612	1084	322	305	138	379	140	699	480	288
Total	1812	306	1282	133	173	54	153	99	976	758	218
Very easy	693	123	509	64	59	26	64	33	386	299	87
	38%	40%	40%	48%	34%	47%	42%	34%	40%	39%	40%
				b		c					
Fairly easy	860	140	590	56	85	23	69	48	449	357	92
	47%	46%	46%	42%	49%	43%	45%	49%	46%	47%	42%
Fairly difficult	185	30	131	8	22	3	12	15	101	76	25
	10%	10%	10%	6%	13%	6%	8%	15%	10%	10%	11%
					a			ab			
Very difficult	36	8	26	3	5	1	5	1	19	12	7
	2%	2%	2%	2%	3%	2%	3%	1%	2%	2%	3%
TOTAL EASY	1553	263	1099	120	144	49	133	82	835	656	180
	86%	86%	86%	90%	83%	90%	87%	83%	86%	86%	82%
				b							
TOTAL DIFFICULT	222	38	158	12	27	4	17	16	120	88	32
	12%	12%	12%	9%	15%	8%	11%	16%	12%	12%	14%
					a			a			
Don't know	37	5	26	2	3	1	3	1	21	15	7
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	1692	235	147	418	265	153	105	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	985	203	132	364	254	147	101	92	99	-	-	-	-	-	-	-
Total	1812	285	185	506	399	108	80	125	405	-	-	-	-	-	-	-
Very easy	693	115	93	178	136	42	32	40	143	**	**	**	**	**	**	**
	38%	40%	50% cd	35%	34%	39%	40%	32%	35%	**	**	**	**	**	**	**
Fairly easy	860	107	75	268	219	49	32	68	202	**	**	**	**	**	**	**
	47%	38%	40%	53% abf	55% abf	45%	40%	55%	50%	**	**	**	**	**	**	**
Fairly difficult	185	47	12	43	32	11	10	11	43	**	**	**	**	**	**	**
	10%	16% bcd	6%	8%	8%	10%	12%	9%	11%	**	**	**	**	**	**	**
Very difficult	36	7	5	6	4	2	4	2	8	**	**	**	**	**	**	**
	2%	3%	3%	1%	1%	2%	5% cd	2%	2%	**	**	**	**	**	**	**
TOTAL EASY	1553	222	168	446	355	91	64	108	346	**	**	**	**	**	**	**
	86%	78%	91% af	88% af	89% af	85%	80%	87%	85%	**	**	**	**	**	**	**
TOTAL DIFFICULT	222	54	17	49	36	14	13	13	51	**	**	**	**	**	**	**
	12%	19% bcd	9%	10%	9%	13%	17% cd	10%	13%	**	**	**	**	**	**	**
Don't know	37	9	1	11	8	3	3	3	8	**	**	**	**	**	**	**
	2%	3%	*%	2%	2%	3%	3%	3%	2%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	b	a	b	c
Unweighted total	1692	-	-	-	-	-	-	589	1084	1252	320	116
Effective Weighted Sample	985	-	-	-	-	-	-	391	621	728	190	74
Total	1812	-	-	-	-	-	-	863	930	1400	313	96
Very easy	693	**	**	**	**	**	**	350	341	498	138	56
	38%	**	**	**	**	**	**	41%	37%	36%	44%	58%
											a	ab
Fairly easy	860	**	**	**	**	**	**	386	461	696	133	30
	47%	**	**	**	**	**	**	45%	50%	50%	43%	32%
										bc	c	
Fairly difficult	185	**	**	**	**	**	**	84	98	150	30	5
	10%	**	**	**	**	**	**	10%	11%	11%	10%	5%
Very difficult	36	**	**	**	**	**	**	24	13	26	6	4
	2%	**	**	**	**	**	**	3%	1%	2%	2%	4%
								b				
TOTAL EASY	1553	**	**	**	**	**	**	736	802	1194	271	86
	86%	**	**	**	**	**	**	85%	86%	85%	87%	90%
TOTAL DIFFICULT	222	**	**	**	**	**	**	108	110	176	36	9
	12%	**	**	**	**	**	**	13%	12%	13%	12%	10%
Don't know	37	**	**	**	**	**	**	18	18	30	5	1
	2%	**	**	**	**	**	**	2%	2%	2%	2%	1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1692	655	425	250	355	1080	605	1447	128	87	30	1505	187	692	800
Effective Weighted Sample	985	400	248	135	204	646	335	852	72	45	17	871	120	409	455
Total	1812	778	425	269	330	1204	599	1549	146	92	25	1639	173	805	777
Very easy	693	281	158	106	140	439	246	593	53	**	**	618	75	315	324
	38%	36%	37%	39%	42%	36%	41%	38%	37%	**	**	38%	43%	39%	42%
					ae										
Fairly easy	860	393	210	124	133	603	258	731	76	**	**	784	77	370	376
	47%	50%	49%	46%	40%	50%	43%	47%	52%	**	**	48%	44%	46%	48%
		df	df			df									
Fairly difficult	185	84	43	20	39	127	58	162	10	**	**	171	15	100	53
	10%	11%	10%	7%	12%	11%	10%	10%	7%	**	**	10%	9%	12%	7%
														b	
Very difficult	36	12	10	6	9	22	15	34	3	**	**	31	5	14	10
	2%	2%	2%	2%	3%	2%	2%	2%	2%	**	**	2%	3%	2%	1%
TOTAL EASY	1553	673	368	231	273	1042	504	1324	129	**	**	1402	151	684	700
	86%	87%	87%	86%	83%	87%	84%	85%	89%	**	**	86%	87%	85%	90%
														a	
TOTAL DIFFICULT	222	96	53	26	47	149	73	196	13	**	**	202	20	114	63
	12%	12%	12%	10%	14%	12%	12%	13%	9%	**	**	12%	12%	14%	8%
														b	
Don't know	37	9	4	13	9	13	22	29	3	**	**	36	2	7	14
	2%	1%	1%	5%	3%	1%	4%	2%	2%	**	**	2%	1%	1%	2%
				abe	e		abe								

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Very satisfied	1113	146	567	75	71	29	81	35	421	320	101
	41%	48%	44%	56%	41%	54%	53%	36%	43%	42%	46%
				b		c	c				
Fairly satisfied	1158	121	484	47	74	21	58	42	363	288	75
	42%	40%	38%	35%	43%	38%	38%	42%	37%	38%	34%
Fairly dissatisfied	309	26	157	5	21	3	5	18	131	106	25
	11%	8%	12%	4%	12%	5%	4%	18%	13%	14%	12%
			a		a			ab			
Very dissatisfied	104	10	50	4	5	1	6	3	41	30	11
	4%	3%	4%	3%	3%	1%	4%	3%	4%	4%	5%
TOTAL SATISFIED	2270	267	1051	122	145	50	140	77	785	609	176
	83%	87%	82%	92%	84%	92%	91%	78%	80%	80%	81%
		b		b		c	c				
TOTAL DISSATISFIED	413	35	208	10	26	3	11	21	172	136	36
	15%	12%	16%	7%	15%	6%	7%	21%	18%	18%	17%
			a		a			ab			
Don't know	48	4	23	1	2	1	2	1	19	14	5
	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Very satisfied	1113	102	116	203	152	51	33	64	144	338	198	143	65	79	55	139
	41%	36%	63%	40%	38%	47%	41%	51%	36%	37%	37%	40%	38%	41%	32%	36%
			acdef			a		b				f		f		
Fairly satisfied	1158	104	61	198	162	37	28	40	180	453	259	175	82	93	84	194
	42%	37%	33%	39%	41%	34%	35%	32%	44%	49%	49%	48%	48%	49%	50%	50%
Fairly dissatisfied	309	54	4	74	62	12	13	9	61	81	41	22	12	10	19	40
	11%	19%	2%	15%	15%	11%	16%	8%	15%	9%	8%	6%	7%	5%	11%	10%
		be		b	b	b	b			ce					ce	ce
Very dissatisfied	104	15	3	23	17	5	4	10	12	32	24	16	9	7	8	8
	4%	5%	2%	4%	4%	5%	5%	8%	3%	3%	5%	4%	5%	4%	5%	2%
												g				
TOTAL SATISFIED	2270	206	177	401	314	88	61	104	324	791	457	318	146	172	139	334
	83%	72%	96%	79%	79%	82%	76%	84%	80%	86%	86%	88%	86%	90%	82%	86%
			acdef	a		a						f		f		
TOTAL DISSATISFIED	413	69	7	96	79	17	17	19	73	113	65	38	21	17	27	48
	15%	24%	4%	19%	20%	16%	21%	16%	18%	12%	12%	10%	12%	9%	16%	12%
		b		b	b	b	b								ce	
Don't know	48	10	1	9	6	2	2	1	8	16	9	5	3	2	3	7
	2%	3%	*%	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	1%	2%	2%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Very satisfied	1113	267	71	163	35	104	36	503	603	757	251	105
	41%	41%	26%	40%	27%	43%	24%	39%	43%	38%	48%	55%
		b		b		b					a	a
Fairly satisfied	1158	310	143	197	62	113	81	542	602	874	216	67
	42%	48%	52%	49%	49%	47%	54%	42%	42%	43%	41%	35%
										c		
Fairly dissatisfied	309	49	32	29	12	20	20	158	143	269	30	8
	11%	8%	12%	7%	9%	8%	14%	12%	10%	13%	6%	4%
			a							bc		
Very dissatisfied	104	15	17	11	13	3	4	57	46	72	20	11
	4%	2%	6%	3%	10%	1%	3%	4%	3%	4%	4%	6%
			a		a							
TOTAL SATISFIED	2270	577	213	360	97	217	117	1045	1205	1631	467	172
	83%	90%	77%	89%	76%	90%	79%	81%	85%	81%	89%	90%
		b		b		b			a		a	a
TOTAL DISSATISFIED	413	63	50	40	25	23	25	215	189	341	51	19
	15%	10%	18%	10%	20%	10%	17%	17%	13%	17%	10%	10%
			a		a			b		bc		
Don't know	48	3	12	3	5	-	7	23	25	42	5	*
	2%	1%	5%	1%	4%	-%	5%	2%	2%	2%	1%	*%
			a		a		a					

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Very satisfied	1113	464	266	168	209	730	377	950	89	57	**	965	148	430	581
	41%	41%	40%	39%	43%	40%	41%	41%	42%	42%	**	39%	53% a	39%	44% a
Fairly satisfied	1158	496	299	178	182	795	360	1017	70	52	**	1061	96	442	600
	42%	44% df	45% df	42%	37%	44% df	39%	43% b	33%	38%	**	43% b	35%	40%	46% a
Fairly dissatisfied	309	117	72	53	64	188	117	250	35	20	**	290	18	172	74
	11%	10%	11%	12%	13%	10%	13%	11%	17% a	15%	**	12% b	6%	16% b	6%
Very dissatisfied	104	50	22	15	18	71	33	88	12	3	**	92	12	41	38
	4%	4%	3%	4%	4%	4%	4%	4%	6%	2%	**	4%	4%	4%	3%
TOTAL SATISFIED	2270	961	565	346	391	1525	737	1967	160	109	**	2026	244	872	1181
	83%	85% df	85% df	81%	80%	85% df	81%	84% b	76%	80%	**	83%	88% a	80%	90% a
TOTAL DISSATISFIED	413	166	93	68	82	260	150	338	47	22	**	383	30	213	112
	15%	15%	14%	16%	17%	14%	16%	14%	22% a	17%	**	16% b	11%	19% b	9%
Don't know	48	9	9	12	15	19	27	40	4	5	**	43	5	8	18
	2%	1%	1%	3% ae	3% abe	1%	3% abe	2%	2%	3%	**	2%	2%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	892	692	692	337	355	147	395	150	-	-	-
Effective Weighted Sample	354	612	612	322	305	138	379	140	-	-	-
Total	836	306	306	133	173	54	153	99	-	-	-
1 day	101	28	28	14	15	4	16	8	**	**	**
	12%	9%	9%	10%	8%	8%	10%	8%	**	**	**
2-3 days	163	52	52	16	36	10	17	25	**	**	**
	19%	17%	17%	12%	21%	18%	11%	25%	**	**	**
					a	b		b			
4-6 days	151	34	34	9	25	6	12	17	**	**	**
	18%	11%	11%	7%	14%	10%	8%	17%	**	**	**
					a			b			
A week	172	51	51	22	29	8	25	18	**	**	**
	21%	17%	17%	17%	17%	15%	16%	18%	**	**	**
2-3 weeks	156	88	88	44	44	17	52	20	**	**	**
	19%	29%	29%	33%	26%	31%	34%	20%	**	**	**
				b		c	c				
A month	49	24	24	12	12	4	15	5	**	**	**
	6%	8%	8%	9%	7%	8%	10%	5%	**	**	**
More than a month	8	6	6	3	3	1	3	1	**	**	**
	1%	2%	2%	2%	2%	2%	2%	1%	**	**	**
Don't know	36	22	22	13	9	4	13	5	**	**	**
	4%	7%	7%	10%	5%	7%	9%	5%	**	**	**
				b							

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	DUAL PLAY OR TRIPLE PLAY ~c	DUAL PLAY ~d	TRIPLE PLAY ~e	PAY TV S/A ~f	MOBILE ~g
Significance Level: 95%																
Unweighted total	892	-	-	-	-	-	-	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	354	-	-	-	-	-	-	92	99	-	-	-	-	-	-	-
Total	836	-	-	-	-	-	-	125	405	-	-	-	-	-	-	-
1 day	101	**	**	**	**	**	**	21	52	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	17%	13%	**	**	**	**	**	**	**
2-3 days	163	**	**	**	**	**	**	19	92	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	15%	23%	**	**	**	**	**	**	**
4-6 days	151	**	**	**	**	**	**	16	101	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	13%	25%	**	**	**	**	**	**	**
									a							
A week	172	**	**	**	**	**	**	25	96	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	20%	24%	**	**	**	**	**	**	**
2-3 weeks	156	**	**	**	**	**	**	27	41	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	22%	10%	**	**	**	**	**	**	**
									b							
A month	49	**	**	**	**	**	**	5	20	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	4%	5%	**	**	**	**	**	**	**
More than a month	8	**	**	**	**	**	**	2	-	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	2%	-%	**	**	**	**	**	**	**
Don't know	36	**	**	**	**	**	**	10	4	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	8%	1%	**	**	**	**	**	**	**
									b							
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	892	-	-	-	-	-	-	280	601	612	199	79
Effective Weighted Sample	354	-	-	-	-	-	-	136	227	246	83	42
Total	836	-	-	-	-	-	-	386	437	637	149	48
1 day	101	**	**	**	**	**	**	43	58	76	21	**
	12%	**	**	**	**	**	**	11%	13%	12%	14%	**
2-3 days	163	**	**	**	**	**	**	102	57	142	14	**
	19%	**	**	**	**	**	**	26%	13%	22%	9%	**
								b		b		
4-6 days	151	**	**	**	**	**	**	74	70	136	12	**
	18%	**	**	**	**	**	**	19%	16%	21%	8%	**
										b		
A week	172	**	**	**	**	**	**	72	100	126	38	**
	21%	**	**	**	**	**	**	19%	23%	20%	25%	**
2-3 weeks	156	**	**	**	**	**	**	65	90	98	40	**
	19%	**	**	**	**	**	**	17%	21%	15%	27%	**
											a	
A month	49	**	**	**	**	**	**	17	32	35	11	**
	6%	**	**	**	**	**	**	4%	7%	6%	7%	**
More than a month	8	**	**	**	**	**	**	1	7	3	4	**
	1%	**	**	**	**	**	**	*%	2%	1%	2%	**
											a	
Don't know	36	**	**	**	**	**	**	11	24	19	10	**
	4%	**	**	**	**	**	**	3%	6%	3%	6%	**
											a	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	892	305	246	138	200	551	338	759	64	51	18	790	102	316	477
Effective Weighted Sample	354	129	98	54	77	224	129	305	25	20	7	317	43	131	185
Total	836	337	201	142	152	537	293	705	68	52	11	770	66	354	378
1 day	101	36	16	19	30	53	49	89	**	**	**	89	12	38	47
	12%	11%	8%	13%	20%	10%	17%	13%	**	**	**	12%	19%	11%	12%
					abe		abe						a		
2-3 days	163	65	44	23	31	109	54	139	**	**	**	152	10	64	85
	19%	19%	22%	16%	20%	20%	18%	20%	**	**	**	20%	15%	18%	23%
4-6 days	151	79	29	26	17	108	43	128	**	**	**	142	9	77	59
	18%	24%	14%	19%	11%	20%	15%	18%	**	**	**	18%	14%	22%	15%
		bdf				bdf								b	
A week	172	75	48	22	23	123	45	144	**	**	**	160	12	82	60
	21%	22%	24%	16%	15%	23%	15%	20%	**	**	**	21%	18%	23%	16%
		f	df			df								b	
2-3 weeks	156	47	40	37	32	87	69	118	**	**	**	141	15	67	75
	19%	14%	20%	26%	21%	16%	24%	17%	**	**	**	18%	23%	19%	20%
				ae	a		ae								
A month	49	25	13	3	8	39	11	46	**	**	**	46	3	13	30
	6%	8%	7%	2%	5%	7%	4%	7%	**	**	**	6%	5%	4%	8%
		cf	c			cf									a
More than a month	8	2	1	2	4	3	5	8	**	**	**	7	1	3	4
	1%	1%	*%	1%	2%	*%	2%	1%	**	**	**	1%	2%	1%	1%
					e										
Don't know	36	7	10	10	8	17	18	33	**	**	**	32	4	9	18
	4%	2%	5%	7%	5%	3%	6%	5%	**	**	**	4%	5%	3%	5%
				ae			ae								

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	892	692	692	337	355	147	395	150	-	-	-
Effective Weighted Sample	354	612	612	322	305	138	379	140	-	-	-
Total	836	306	306	133	173	54	153	99	-	-	-
It was much slower than I expected	76	22	22	7	15	4	11	7	**	**	**
	9%	7%	7%	5%	9%	7%	7%	7%	**	**	**
					a						
It was a little slower than I expected	197	50	50	17	33	7	19	24	**	**	**
	24%	16%	16%	13%	19%	13%	12%	24%	**	**	**
					a			ab			
It took as long as I expected	371	168	168	78	90	32	87	50	**	**	**
	44%	55%	55%	58%	52%	58%	57%	50%	**	**	**
It was a little quicker than I expected	102	34	34	17	17	8	17	10	**	**	**
	12%	11%	11%	13%	10%	15%	11%	10%	**	**	**
It was much quicker than I expected	70	21	21	10	11	2	13	6	**	**	**
	8%	7%	7%	7%	6%	5%	8%	6%	**	**	**
TOTAL SLOWER	274	72	72	23	48	10	30	31	**	**	**
	33%	23%	23%	18%	28%	19%	20%	31%	**	**	**
					a			ab			
TOTAL QUICKER	171	55	55	27	29	10	30	15	**	**	**
	21%	18%	18%	20%	17%	19%	20%	15%	**	**	**
Don't know	20	11	11	5	6	2	6	3	**	**	**
	2%	4%	4%	4%	3%	3%	4%	3%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	892	-	-	-	-	-	-	100	100	-	-	-	-	-	-	-
Effective Weighted Sample	354	-	-	-	-	-	-	92	99	-	-	-	-	-	-	-
Total	836	-	-	-	-	-	-	125	405	-	-	-	-	-	-	-
It was much slower than I expected	76	**	**	**	**	**	**	6	49	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	5%	12%	**	**	**	**	**	**	**
It was a little slower than I expected	197	**	**	**	**	**	**	12	135	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	10%	33%	**	**	**	**	**	**	**
								a								
It took as long as I expected	371	**	**	**	**	**	**	61	142	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	49%	35%	**	**	**	**	**	**	**
It was a little quicker than I expected	102	**	**	**	**	**	**	24	43	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	19%	11%	**	**	**	**	**	**	**
It was much quicker than I expected	70	**	**	**	**	**	**	17	32	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	13%	8%	**	**	**	**	**	**	**
TOTAL SLOWER	274	**	**	**	**	**	**	18	184	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	15%	45%	**	**	**	**	**	**	**
								a								
TOTAL QUICKER	171	**	**	**	**	**	**	41	75	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	33%	19%	**	**	**	**	**	**	**
								b								
Don't know	20	**	**	**	**	**	**	5	4	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	4%	1%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES ~a	NO ~b	YES ~a	NO ~b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ ~c
Significance Level: 95%												
Unweighted total	892	-	-	-	-	-	-	280	601	612	199	79
Effective Weighted Sample	354	-	-	-	-	-	-	136	227	246	83	42
Total	836	-	-	-	-	-	-	386	437	637	149	48
It was much slower than I expected	76	**	**	**	**	**	**	36	41	53	23	**
	9%	**	**	**	**	**	**	9%	9%	8%	16% a	**
It was a little slower than I expected	197	**	**	**	**	**	**	109	84	182	15	**
	24%	**	**	**	**	**	**	28% b	19%	29% b	10%	**
It took as long as I expected	371	**	**	**	**	**	**	172	193	258	78	**
	44%	**	**	**	**	**	**	45%	44%	41%	52% a	**
It was a little quicker than I expected	102	**	**	**	**	**	**	36	64	73	17	**
	12%	**	**	**	**	**	**	9%	15% a	11%	12%	**
It was much quicker than I expected	70	**	**	**	**	**	**	27	42	58	10	**
	8%	**	**	**	**	**	**	7%	10%	9%	6%	**
TOTAL SLOWER	274	**	**	**	**	**	**	145	125	235	39	**
	33%	**	**	**	**	**	**	38% b	29%	37% b	26%	**
TOTAL QUICKER	171	**	**	**	**	**	**	63	106	131	27	**
	21%	**	**	**	**	**	**	16%	24% a	21%	18%	**
Don't know	20	**	**	**	**	**	**	6	13	13	6	**
	2%	**	**	**	**	**	**	2%	3%	2%	4%	**

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	~b	~c	~d	a	b	a	b
Unweighted total	892	305	246	138	200	551	338	759	64	51	18	790	102	316	477
Effective Weighted Sample	354	129	98	54	77	224	129	305	25	20	7	317	43	131	185
Total	836	337	201	142	152	537	293	705	68	52	11	770	66	354	378
It was much slower than I expected	76	33	13	16	14	46	30	58	**	**	**	75	1	45	29
	9%	10%	7%	11%	9%	9%	10%	8%	**	**	**	10%	2%	13%	8%
												b		b	
It was a little slower than I expected	197	99	40	22	36	139	58	172	**	**	**	188	10	113	69
	24%	29%	20%	16%	24%	26%	20%	24%	**	**	**	24%	14%	32%	18%
		b				cf						b		b	
It took as long as I expected	371	128	103	65	69	232	135	313	**	**	**	340	31	118	192
	44%	38%	52%	46%	46%	43%	46%	44%	**	**	**	44%	47%	33%	51%
			ae			a								a	
It was a little quicker than I expected	102	46	16	21	18	62	39	83	**	**	**	91	11	40	54
	12%	14%	8%	15%	12%	11%	13%	12%	**	**	**	12%	17%	11%	14%
		b		b			b								
It was much quicker than I expected	70	24	25	10	10	49	21	61	**	**	**	58	12	30	29
	8%	7%	12%	7%	7%	9%	7%	9%	**	**	**	8%	18%	8%	8%
			adf										a		
TOTAL SLOWER	274	132	53	38	50	186	88	231	**	**	**	263	11	158	98
	33%	39%	27%	27%	33%	35%	30%	33%	**	**	**	34%	16%	45%	26%
		b				b						b		b	
TOTAL QUICKER	171	70	41	31	29	111	60	144	**	**	**	149	23	70	83
	21%	21%	20%	22%	19%	21%	20%	20%	**	**	**	19%	34%	20%	22%
			a										a		
Don't know	20	6	3	7	4	9	11	18	**	**	**	18	2	8	5
	2%	2%	2%	5%	2%	2%	4%	3%	**	**	**	2%	3%	2%	1%
				be											

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1792	692	692	337	355	147	395	150	-	-	-
Effective Weighted Sample	806	612	612	322	305	138	379	140	-	-	-
Total	1366	306	306	133	173	54	153	99	-	-	-
Yes, I have an online account and use it monthly	566	157	157	73	84	30	83	44	**	**	**
	41%	51%	51%	55%	49%	56%	54%	44%	**	**	**
						c	c				
Yes, I have an online account and use it once every few months	437	70	70	30	40	12	35	23	**	**	**
	32%	23%	23%	23%	23%	23%	23%	23%	**	**	**
Yes, I have an online account but haven't used it in the last 12 months	184	29	29	6	22	4	8	17	**	**	**
	13%	9%	9%	5%	13%	7%	5%	17%	**	**	**
					a			ab			
Yes, I have an online account but have never used it	72	16	16	9	8	2	9	5	**	**	**
	5%	5%	5%	6%	5%	4%	6%	6%	**	**	**
No, I don't have an online account	68	16	16	8	9	3	8	5	**	**	**
	5%	5%	5%	6%	5%	6%	5%	5%	**	**	**
Don't know	40	17	17	7	10	3	9	5	**	**	**
	3%	6%	6%	5%	6%	5%	6%	5%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) a	FIXED MARKETS b	DUAL PLAY OR TRIPLE PLAY c	DUAL PLAY d	TRIPLE PLAY e	PAY TV S/A f	MOBILE ~g
Significance Level: 95%																
Unweighted total	1792	-	-	-	-	-	-	100	100	900	900	600	300	300	300	-
Effective Weighted Sample	806	-	-	-	-	-	-	92	99	820	820	568	288	282	253	-
Total	1366	-	-	-	-	-	-	125	405	530	530	361	170	191	169	-
Yes, I have an online account and use it monthly	566 41%	** **	** **	** **	** **	** **	** **	53 42% b	112 28%	243 46% d	243 46% d	173 48% d	65 38%	109 57% abcdf	70 41%	** **
Yes, I have an online account and use it once every few months	437 32%	** **	** **	** **	** **	** **	** **	26 21%	155 38% a	185 35%	185 35%	125 35%	64 37%	61 32%	59 35%	** **
Yes, I have an online account but haven't used it in the last 12 months	184 13%	** **	** **	** **	** **	** **	** **	23 19%	94 23%	38 7% e	38 7% e	22 6%	16 9% e	7 3%	16 9% e	** **
Yes, I have an online account but have never used it	72 5%	** **	** **	** **	** **	** **	** **	7 6%	24 6%	25 5%	25 5%	20 5%	13 8% ef	7 4%	5 3%	** **
No, I don't have an online account	68 5%	** **	** **	** **	** **	** **	** **	9 7%	16 4%	27 5%	27 5%	14 4%	9 5%	5 3%	14 8% ce	** **
Don't know	40 3%	** **	** **	** **	** **	** **	** **	6 5%	4 1%	13 2%	13 2%	7 2%	4 3%	2 1%	6 4%	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES ~a	NO ~b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	1792	682	218	682	218	-	-	574	1202	1201	410	179
Effective Weighted Sample	806	622	198	622	198	-	-	306	529	510	218	129
Total	1366	404	127	404	127	-	-	632	718	975	277	113
Yes, I have an online account and use it monthly	566	190	53	190	53	**	**	258	303	365	136	64
	41%	47%	42%	47%	42%	**	**	41%	42%	37%	49% a	56% a
Yes, I have an online account and use it once every few months	437	141	44	141	44	**	**	210	219	338	70	27
	32%	35%	34%	35%	34%	**	**	33%	30%	35% bc	25%	24%
Yes, I have an online account but haven't used it in the last 12 months	184	27	10	27	10	**	**	103	81	143	36	6
	13%	7%	8%	7%	8%	**	**	16% b	11%	15% c	13% c	5%
Yes, I have an online account but have never used it	72	17	8	17	8	**	**	27	43	57	12	3
	5%	4%	6%	4%	6%	**	**	4%	6%	6%	4%	3%
No, I don't have an online account	68	19	8	19	8	**	**	24	45	42	17	9
	5%	5%	6%	5%	6%	**	**	4%	6% a	4%	6%	8% a
Don't know	40	9	4	9	4	**	**	11	28	29	7	3
	3%	2%	3%	2%	3%	**	**	2%	4% a	3%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~c	~d	a	b	a	b
Unweighted total	1792	661	479	299	349	1140	648	1533	128	91	40	1579	213	617	1000
Effective Weighted Sample	806	302	224	130	159	519	286	703	53	36	20	703	120	259	489
Total	1366	557	331	236	236	888	472	1166	106	73	21	1236	130	525	691
Yes, I have an online account and use it monthly	566 41%	235 42% c	137 41%	81 34%	108 46% c	372 42% c	189 40%	489 42%	44 42%	** **	** **	498 40%	68 52% a	217 41%	308 44%
Yes, I have an online account and use it once every few months	437 32%	193 35% df	116 35% df	76 32% d	51 21%	310 35% df	126 27%	386 33% b	20 19%	** **	** **	405 33% b	31 24%	153 29%	244 35% a
Yes, I have an online account but haven't used it in the last 12 months	184 13%	78 14% b	33 10%	40 17% be	33 14%	111 13%	73 15% b	144 12%	23 21% a	** **	** **	173 14% b	11 9%	86 16% b	61 9%
Yes, I have an online account but have never used it	72 5%	23 4%	16 5%	17 7% ae	16 7%	39 4%	33 7% ae	53 5%	10 10% a	** **	** **	66 5%	6 5%	41 8% b	23 3%
No, I don't have an online account	68 5%	20 4%	19 6%	10 4%	19 8% ae	39 4%	29 6% a	57 5%	8 8%	** **	** **	60 5%	9 7%	17 3%	41 6% a
Don't know	40 3%	7 1%	10 3% a	12 5% ae	9 4% ae	17 2%	21 4% ae	36 3%	1 1%	** **	** **	35 3%	5 4%	12 2%	15 2%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Very confident	1338	139	653	65	73	26	72	41	515	417	98
	49%	45%	51%	49%	43%	48%	47%	41%	53%	55%	45%
			a						c	c	
Fairly confident	1070	139	484	56	83	26	67	47	345	264	82
	39%	45%	38%	42%	48%	47%	43%	47%	35%	35%	37%
		b									
Not very confident	234	23	104	9	14	2	10	10	81	58	23
	9%	7%	8%	7%	8%	4%	7%	10%	8%	8%	11%
								a			
Not at all confident	47	2	21	1	1	*	1	1	19	11	8
	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	4%
											b
Don't know	42	3	20	2	2	-	3	1	16	10	7
	2%	1%	2%	1%	1%	-%	2%	1%	2%	1%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Very confident	1338	176	94	245	198	46	39	52	222	411	237	169	70	100	68	174
	49%	62%	51%	48%	50%	43%	49%	41%	55%	45%	45%	47%	41%	52%	40%	45%
		bcdef												abdf		
Fairly confident	1070	72	76	198	156	42	28	56	134	396	229	156	85	71	73	167
	39%	25%	41%	39%	39%	39%	35%	45%	33%	43%	43%	43%	50%	37%	43%	43%
			a	a	a	a							ae			
Not very confident	234	24	11	46	34	11	9	12	41	77	51	29	12	16	22	27
	9%	9%	6%	9%	9%	11%	11%	10%	10%	8%	10%	8%	7%	9%	13%	7%
															acd	
Not at all confident	47	8	4	7	4	3	3	3	4	19	8	4	2	2	4	11
	2%	3%	2%	1%	1%	3%	3%	2%	1%	2%	2%	1%	1%	1%	2%	3%
Don't know	42	5	-	12	6	5	2	2	4	17	6	3	1	2	3	11
	2%	2%	-%	2%	2%	5%	2%	2%	1%	2%	1%	1%	1%	1%	2%	3%
						bd										bc

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Very confident	1338	304	106	188	49	116	57	670	658	1014	246	76
	49%	47%	39%	47%	39%	48%	39%	52%	46%	50%	47%	40%
		b		b				b		c		
Fairly confident	1070	269	126	172	57	97	69	472	589	745	234	91
	39%	42%	46%	43%	45%	41%	47%	37%	42%	37%	45%	47%
									a		a	a
Not very confident	234	53	24	37	14	16	10	99	125	184	32	18
	9%	8%	9%	9%	11%	7%	7%	8%	9%	9%	6%	9%
										b		
Not at all confident	47	11	8	5	3	7	4	25	23	36	7	4
	2%	2%	3%	1%	2%	3%	3%	2%	2%	2%	1%	2%
Don't know	42	6	11	2	4	4	7	18	22	35	5	3
	2%	1%	4%	*%	3%	2%	5%	1%	2%	2%	1%	2%
			a		a							

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Very confident	1338	618	315	201	203	933	403	1159	85	79	**	1217	121	575	615
	49%	54%	47%	47%	42%	52%	44%	49%	40%	58%	**	50%	43%	53%	47%
		bcd	d			bdf		b		ab		b		b	
Fairly confident	1070	405	281	163	213	686	376	920	85	42	**	944	126	374	579
	39%	36%	42%	38%	44%	38%	41%	39%	40%	31%	**	38%	45%	34%	44%
			a		ae		a	c					a		a
Not very confident	234	85	54	47	44	139	91	188	33	11	**	210	24	115	79
	9%	7%	8%	11%	9%	8%	10%	8%	16%	8%	**	9%	9%	11%	6%
				ae			ae		ac					b	
Not at all confident	47	22	10	4	11	32	15	41	5	1	**	46	2	17	22
	2%	2%	2%	1%	2%	2%	2%	2%	2%	*%	**	2%	1%	2%	2%
Don't know	42	5	7	11	17	12	28	37	3	3	**	36	6	12	16
	2%	*%	1%	3%	4%	1%	3%	2%	1%	2%	**	1%	2%	1%	1%
				abe	abe		abe								

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Very confident	960	114	421	60	54	26	62	26	307	240	67
	35%	37%	33%	45%	32%	48%	41%	26%	31%	32%	31%
		b		b		c	c				
Fairly confident	1226	134	605	52	82	25	62	47	471	375	96
	45%	44%	47%	39%	48%	46%	41%	48%	48%	49%	44%
				a							
Not very confident	397	45	202	14	31	3	19	23	157	119	38
	15%	15%	16%	10%	18%	6%	12%	23%	16%	16%	17%
				a			a	ab			
Not at all confident	100	7	35	4	3	*	5	2	28	15	12
	4%	2%	3%	3%	2%	1%	3%	2%	3%	2%	6%
											ab
Don't know	48	5	20	4	2	-	5	1	15	10	5
	2%	2%	2%	3%	1%	-%	3%	1%	2%	1%	2%
						a					

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Very confident	960	78	79	150	118	32	26	38	166	336	226	157	69	88	69	110
	35%	27%	43%	30%	30%	30%	32%	31%	41%	37%	43%	43%	40%	46%	41%	28%
			acde							g	ag	ag	g	ag	g	
Fairly confident	1226	132	84	255	204	51	33	59	162	401	214	143	70	74	70	187
	45%	46%	45%	50%	51%	47%	42%	47%	40%	44%	40%	40%	41%	39%	41%	48%
																bce
Not very confident	397	55	15	87	70	16	16	20	54	122	68	45	25	20	23	54
	15%	19%	8%	17%	18%	15%	19%	16%	13%	13%	13%	12%	14%	11%	13%	14%
		b		b	b		b									
Not at all confident	100	14	5	9	4	4	5	3	16	46	20	14	7	7	6	26
	4%	5%	3%	2%	1%	4%	6%	2%	4%	5%	4%	4%	4%	4%	3%	7%
		cd				cd										b
Don't know	48	6	2	7	3	4	1	5	8	15	4	2	*	2	2	12
	2%	2%	1%	1%	1%	4%	1%	4%	2%	2%	1%	1%	*%	1%	1%	3%
						cd										bcd

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Very confident	960	260	76	183	43	76	33	488	465	620	248	92
	35%	40%	28%	45%	34%	32%	22%	38%	33%	31%	47%	48%
		b		b				b			a	a
Fairly confident	1226	281	120	164	49	117	70	553	655	947	208	70
	45%	44%	44%	41%	39%	49%	47%	43%	46%	47%	40%	36%
										bc		
Not very confident	397	80	42	46	22	35	20	181	213	335	47	14
	15%	12%	15%	11%	17%	14%	13%	14%	15%	17%	9%	8%
					a					bc		
Not at all confident	100	21	25	11	9	10	16	42	55	79	14	6
	4%	3%	9%	3%	7%	4%	11%	3%	4%	4%	3%	3%
			a		a		a					
Don't know	48	2	13	-	4	2	9	18	29	32	7	9
	2%	*%	5%	-%	3%	1%	6%	1%	2%	2%	1%	5%
			a		a		a					ab

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Very confident	960	418	231	143	161	649	304	804	71	75	**	856	104	365	503
	35%	37%	35%	34%	33%	36%	33%	34%	34%	55%	**	35%	37%	33%	38%
										ab					a
Fairly confident	1226	516	308	185	214	824	399	1067	98	43	**	1095	131	515	559
	45%	45%	46%	43%	44%	46%	44%	46%	47%	32%	**	45%	47%	47%	43%
								c	c					b	
Not very confident	397	156	101	68	69	257	138	347	32	8	**	364	33	161	184
	15%	14%	15%	16%	14%	14%	15%	15%	15%	6%	**	15%	12%	15%	14%
								c	c						
Not at all confident	100	32	21	19	28	53	47	84	7	8	**	95	5	36	47
	4%	3%	3%	4%	6%	3%	5%	4%	3%	6%	**	4%	2%	3%	4%
					abe		abe								
Don't know	48	14	6	11	15	20	26	43	3	2	**	42	5	16	18
	2%	1%	1%	3%	3%	1%	3%	2%	1%	2%	**	2%	2%	1%	1%
				be	abe		abe								

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Very confident	872	99	398	48	52	24	49	26	299	230	69
	32%	32%	31%	36%	30%	44% bc	32%	27%	31%	30%	32%
Fairly confident	1139	139	517	57	82	25	65	49	378	307	70
	42%	45% b	40%	43%	47%	45%	43%	49%	39%	41% c	32%
Not very confident	549	51	287	22	29	5	29	17	236	178	58
	20%	17%	22% a	16%	17%	10%	19% a	18% a	24%	23%	27%
Not at all confident	124	13	59	5	8	1	7	5	46	32	14
	5%	4%	5%	4%	5%	1%	5% a	5%	5%	4%	6%
Don't know	47	4	21	2	2	-	3	2	17	11	6
	2%	1%	2%	1%	1%	-%	2%	2%	2%	1%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Very confident	872	80	67	152	118	34	25	32	163	279	167	113	42	72	53	112
	32%	28%	36%	30%	30%	32%	32%	25%	40% a	30% d	31% d	31% d	24%	38% adg	32% d	29%
Fairly confident	1139	94	82	202	169	33	26	59	154	410	246	172	85	88	74	163
	42%	33%	44% ae	40%	42% ae	31%	33%	48%	38%	45%	46%	48%	50%	46%	44%	42%
Not very confident	549	89	29	118	89	30	23	23	61	177	93	59	36	23	34	84
	20%	31% bcd	16%	23% b	22%	27% b	29% b	19%	15%	19% e	18% e	16% e	21% e	12%	20% e	22% e
Not at all confident	124	15	7	24	19	5	5	9	19	36	19	14	8	7	5	17
	5%	5%	4%	5%	5%	5%	6%	7%	5%	4%	4%	4%	4%	4%	3%	4%
Don't know	47	6	1	10	4	5	1	1	8	17	5	2	*	2	3	13
	2%	2%	1%	2%	1%	5% bd	1%	1%	2%	2% cd	1%	1%	*% %	1%	2%	3% bcde

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Very confident	872	209	70	131	36	78	33	479	390	616	188	68
	32%	32%	25%	32%	28%	33%	23%	37%	27%	31%	36%	36%
		b						b			a	
Fairly confident	1139	297	113	195	52	103	61	513	617	820	239	80
	42%	46%	41%	48%	41%	43%	41%	40%	44%	41%	46%	42%
											a	
Not very confident	549	110	68	64	29	46	38	231	307	450	66	31
	20%	17%	25%	16%	23%	19%	26%	18%	22%	22%	13%	16%
			a		a				a	bc		
Not at all confident	124	21	15	13	6	8	9	41	78	87	26	11
	5%	3%	6%	3%	5%	4%	6%	3%	5%	4%	5%	6%
									a			
Don't know	47	7	10	1	3	5	7	19	27	42	4	2
	2%	1%	4%	*%	3%	2%	5%	1%	2%	2%	1%	1%
			a		a					b		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Very confident	872	393	205	124	149	597	272	736	72	55	**	805	67	339	445
	32%	35%	31%	29%	30%	33%	30%	31%	34%	40%	**	33%	24%	31%	34%
		cf								a		b			
Fairly confident	1139	466	293	175	193	759	369	976	81	62	**	1010	129	413	589
	42%	41%	44%	41%	40%	42%	40%	42%	38%	46%	**	41%	46%	38%	45%
															a
Not very confident	549	220	131	95	103	351	198	482	49	13	**	485	64	259	217
	20%	19%	20%	22%	21%	19%	22%	21%	23%	10%	**	20%	23%	24%	17%
								c	c					b	
Not at all confident	124	46	33	20	25	79	45	110	6	3	**	109	15	61	48
	5%	4%	5%	5%	5%	4%	5%	5%	3%	2%	**	4%	5%	6%	4%
														b	
Don't know	47	12	6	12	17	17	30	42	3	2	**	43	4	21	13
	2%	1%	1%	3%	4%	1%	3%	2%	2%	2%	**	2%	1%	2%	1%
				abe	abe		abe							b	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Very confident	959	112	427	54	58	25	57	30	315	250	66
	35%	37%	33%	40%	34%	47%	37%	30%	32%	33%	30%
						bc					
Fairly confident	1137	132	531	54	78	24	64	44	399	311	88
	42%	43%	41%	41%	45%	44%	42%	44%	41%	41%	41%
Not very confident	397	49	197	20	30	4	25	20	148	106	42
	15%	16%	15%	15%	17%	8%	17%	20%	15%	14%	19%
						a		a			
Not at all confident	181	9	98	4	5	1	4	4	89	72	16
	7%	3%	8%	3%	3%	1%	3%	4%	9%	10%	8%
			a								
Don't know	58	4	29	2	2	-	3	1	26	20	6
	2%	1%	2%	1%	1%	-%	2%	1%	3%	3%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Very confident	959	82	74	160	131	29	27	43	169	320	200	136	51	86	64	120
	35%	29%	40% ae	32%	33%	27%	34%	34%	42%	35%	38% dg	38% dg	30%	45% abcdg	38% d	31%
Fairly confident	1137	107	88	204	158	46	28	48	177	382	227	160	81	79	66	155
	42%	38%	47%	40%	40%	43%	35%	39%	44%	42%	43%	44%	48% f	41%	39%	40%
Not very confident	397	43	16	88	68	20	16	24	29	147	77	48	31	17	28	70
	15%	15%	9%	17% b	17% b	19% b	21% b	19% b	7%	16% e	14% e	13%	18% e	9%	17% e	18% e
Not at all confident	181	40	6	42	35	7	7	9	27	47	22	14	7	7	8	25
	7%	14% bce	3%	8% b	9% b	7%	8%	7%	7%	5%	4%	4%	4%	4%	5%	6%
Don't know	58	12	1	12	8	4	2	1	4	24	5	3	1	2	2	19
	2%	4% b	1%	2%	2%	4%	2%	1%	1%	3% bcd	1%	1%	*%	1%	1%	5% abcdef

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Very confident	959	241	79	158	42	83	37	507	450	686	208	64
	35%	37%	29%	39%	33%	35%	25%	39%	32%	34%	40%	34%
		b						b			a	
Fairly confident	1137	275	107	178	48	97	58	494	628	823	224	89
	42%	43%	39%	44%	38%	40%	39%	39%	44%	41%	43%	47%
									a			
Not very confident	397	93	54	53	24	40	30	182	208	301	69	26
	15%	14%	20%	13%	19%	17%	20%	14%	15%	15%	13%	14%
			a		a							
Not at all confident	181	27	20	13	9	14	12	73	104	151	20	9
	7%	4%	7%	3%	7%	6%	8%	6%	7%	8%	4%	5%
			a		a					b		
Don't know	58	8	15	2	3	7	12	27	29	53	2	3
	2%	1%	6%	*%	3%	3%	8%	2%	2%	3%	*%	1%
			a		a		a			b		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Very confident	959	440	235	127	155	675	281	819	66	62	**	870	89	369	486
	35%	39%	35%	30%	32%	37%	31%	35%	31%	45%	**	35%	32%	34%	37%
		cdf	cf			cdf				ab					
Fairly confident	1137	442	290	190	207	732	397	963	100	54	**	1008	129	421	601
	42%	39%	43%	45%	42%	41%	43%	41%	47%	40%	**	41%	46%	39%	46%
			a	a			a								a
Not very confident	397	150	96	64	85	246	148	348	34	12	**	357	40	187	154
	15%	13%	14%	15%	17%	14%	16%	15%	16%	9%	**	15%	14%	17%	12%
					ae		a							b	
Not at all confident	181	88	36	28	29	124	57	160	11	5	**	164	17	93	54
	7%	8%	5%	7%	6%	7%	6%	7%	5%	4%	**	7%	6%	9%	4%
		b												b	
Don't know	58	16	10	17	13	26	30	54	1	3	**	54	4	23	16
	2%	1%	2%	4%	3%	1%	3%	2%	*%	2%	**	2%	1%	2%	1%
				abe	e		abe								

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Hearing: Poor hearing or are deaf	249	14	135	6	8	*	7	7	121	94	27
	9%	5%	11%	5%	5%	1%	4%	7%	12%	12%	12%
			a				a	a			
Eyesight: Poor vision, colour blindness, partial sight, or are blind	286	14	165	5	9	1	6	8	151	124	27
	10%	5%	13%	4%	5%	1%	4%	8%	15%	16%	12%
			a					ab			
Mobility: Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	291	30	161	11	19	3	15	12	131	111	20
	11%	10%	13%	8%	11%	6%	10%	12%	13%	15%	9%
										c	
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	215	15	110	7	8	1	8	6	96	84	12
	8%	5%	9%	5%	4%	1%	5%	6%	10%	11%	5%
			a				a	a	c	c	
Breathing: Breathlessness or chest pains	203	19	98	11	8	2	11	6	79	60	19
	7%	6%	8%	8%	5%	4%	7%	6%	8%	8%	9%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	166 6%	17 6%	84 7%	6 4%	12 7%	1 1%	7 5%	10 10% ab	67 7%	48 6%	19 9%
Social behaviour: Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	140 5%	11 3%	66 5%	3 2%	7 4%	1 2%	4 3%	5 5%	55 6%	44 6%	11 5%
Your mental health: Such as anxiety, depression, or trauma-related conditions	397 15%	55 18%	209 16%	25 19%	30 18%	10 18%	28 18%	18 18%	153 16%	110 14%	44 20% b
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	185 7%	21 7%	87 7%	11 8%	10 6%	2 4%	12 8%	6 6%	67 7%	55 7%	12 6%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1311 48%	168 55% b	567 44%	77 57%	92 53%	38 69% bc	86 57% c	44 45%	399 41%	318 42%	81 37%
Prefer not to say	275 10%	31 10%	138 11%	10 8%	21 12%	3 5%	12 8%	15 16% ab	107 11%	81 11%	26 12%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Don't know	52	4	23	2	2	-	3	1	18	18	1
	2%	1%	2%	2%	1%	-%	2%	1%	2%	2%	*%
									c	c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Hearing: Poor hearing or are deaf	249	64	14	43	34	9	14	11	61	42	27	20	9	10	7	15
	9%	22%	8%	8%	9%	8%	17%	9%	15%	5%	5%	5%	5%	5%	4%	4%
		bcde					bcde									
Eyesight: Poor vision, colour blindness, partial sight, or are blind	286	64	18	70	55	14	9	7	58	56	30	22	10	11	8	26
	10%	22%	10%	14%	14%	13%	11%	5%	14%	6%	6%	6%	6%	6%	5%	7%
		bcdef							a							
Mobility: Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	291	58	18	56	44	12	4	7	61	61	39	22	9	12	17	23
	11%	20%	9%	11%	11%	11%	5%	6%	15%	7%	7%	6%	6%	6%	10%	6%
		bcdef							a						cd	
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	215	43	14	38	37	2	7	8	45	51	28	19	11	8	9	23
	8%	15%	8%	8%	9%	1%	9%	6%	11%	6%	5%	5%	6%	4%	5%	6%
		bcde	e	e	e		e									
Breathing: Breathlessness or chest pains	203	33	13	33	26	7	9	5	41	58	30	19	8	11	11	28
	7%	12%	7%	7%	7%	7%	11%	4%	10%	6%	6%	5%	5%	6%	6%	7%
		cd														

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	166 6%	23 8%	10 6%	34 7%	25 6%	9 8%	6 8%	4 3%	37 9%	41 4%	23 4%	17 5%	9 5%	8 4%	7 4%	17 4%
Social behaviour: Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	140 5%	19 7% b	3 2%	33 7% b	26 7% b	7 7% b	2 3%	3 2%	40 10% a	31 3%	15 3%	9 2%	4 3%	4 2%	6 3%	17 4%
Your mental health: Such as anxiety, depression, or trauma-related conditions	397 15%	30 11%	35 19% a	88 17% a	62 16%	26 24% adf	9 12%	23 19%	48 12%	117 13%	68 13%	45 13%	19 11%	26 14%	23 14%	49 13%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	185 7%	22 8%	14 8%	31 6%	23 6%	7 7%	3 4%	7 6%	25 6%	65 7%	46 9% g	35 10% g	20 12% afg	15 8%	11 6%	19 5%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1311 48%	87 31%	115 62% acdef	197 39% a	157 39% a	40 38%	28 35%	59 48%	150 37%	534 58%	314 59%	220 61%	102 60%	118 62%	93 55%	220 57%
Prefer not to say	275 10%	30 11% b	4 2%	73 14% b	60 15% b	13 12% b	11 13% b	19 15%	39 10%	79 9% cd	37 7%	20 6%	8 5%	12 6%	17 10% cd	42 11% bcd

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Don't know	52	3	4	12	11	1	-	3	8	18	8	3	2	2	5	10
	2%	1%	2%	2%	3%	1%	-%	2%	2%	2%	2%	1%	1%	1%	3% c	3% c

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

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C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Hearing: Poor hearing or are deaf	249	32	10	19	8	13	2	137	110	194	37	18
	9%	5%	4%	5%	6%	5%	1%	11% b	8%	10% b	7%	9%
Eyesight: Poor vision, colour blindness, partial sight, or are blind	286	36	19	23	7	13	12	154	125	239	41	6
	10%	6%	7%	6%	6%	6%	8%	12% b	9%	12% bc	8% c	3%
Mobility: Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	291	43	19	28	10	14	8	165	125	208	65	17
	11%	7%	7%	7%	8%	6%	6%	13% b	9%	10%	12%	9%
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	215	37	14	23	5	14	8	121	91	171	33	10
	8%	6%	5%	6%	4%	6%	6%	9% b	6%	9%	6%	5%
Breathing: Breathlessness or chest pains	203	40	18	23	8	18	10	105	97	144	44	15
	7%	6%	7%	6%	6%	7%	7%	8%	7%	7%	8%	8%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	166 6%	29 4%	12 4%	20 5%	3 3%	9 4%	8 6%	77 6%	87 6%	142 7% bc	22 4% c	2 1%
Social behaviour: Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	140 5%	21 3%	10 4%	13 3%	2 1%	8 3%	8 6%	59 5%	71 5%	130 6% bc	10 2% c	- -%
Your mental health: Such as anxiety, depression, or trauma-related conditions	397 15%	79 12%	38 14%	53 13%	16 12%	26 11%	23 15%	131 10%	258 18% a	318 16% c	71 14% c	8 4%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	185 7%	39 6%	26 10% a	31 8%	15 12%	8 3%	12 8%	88 7%	95 7%	119 6%	46 9% a	20 10% a
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1311 48%	383 59%	151 55%	247 61% b	67 53%	136 57%	84 57%	603 47%	702 50%	907 45%	279 53% a	125 65% ab

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Prefer not to say	275	53	26	26	11	27	15	134	133	227	42	4
	10%	8%	10%	6%	9%	11%	10%	10%	9%	11%	8%	2%
										bc	c	
Don't know	52	12	6	5	3	7	4	22	30	39	9	4
	2%	2%	2%	1%	2%	3%	3%	2%	2%	2%	2%	2%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

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C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Hearing: Poor hearing or are deaf	249	144	34	33	38	178	71	224	12	10	**	230	19	249	-
	9%	13%	5%	8%	8%	10%	8%	10%	5%	7%	**	9%	7%	23%	-%
		bcdef			b	b	b	b						b	
Eyesight: Poor vision, colour blindness, partial sight, or are blind	286	144	46	47	48	191	95	254	20	10	**	270	15	286	-
	10%	13%	7%	11%	10%	11%	10%	11%	10%	7%	**	11%	6%	26%	-%
		b		b		b	b					b		b	
Mobility: Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	291	120	44	54	70	163	123	253	16	20	**	266	25	291	-
	11%	11%	7%	13%	14%	9%	13%	11%	8%	15%	**	11%	9%	27%	-%
		b		be	abe	b	abe			b				b	
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	215	108	40	43	25	147	67	185	12	15	**	198	17	215	-
	8%	9%	6%	10%	5%	8%	7%	8%	5%	11%	**	8%	6%	20%	-%
		bd		bd		d								b	
Breathing: Breathlessness or chest pains	203	92	32	24	55	124	79	171	20	9	**	180	22	203	-
	7%	8%	5%	6%	11%	7%	9%	7%	9%	6%	**	7%	8%	19%	-%
		b			abce		b							b	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

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C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	166 6%	68 6% b	21 3%	30 7% b	48 10% abe	88 5% b	78 9% abe	144 6%	10 5%	11 8%	** **	154 6%	12 4%	166 15% b	- -%
Social behaviour: Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	140 5%	60 5%	32 5%	21 5%	27 6%	92 5%	48 5%	114 5%	8 4%	18 13% ab	** **	126 5%	14 5%	140 13% b	- -%
Your mental health: Such as anxiety, depression, or trauma-related conditions	397 15%	128 11%	77 12%	72 17% abe	120 25% abce	206 11%	191 21% abe	332 14%	26 13%	32 23% ab	** **	348 14%	49 17%	397 36% b	- -%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	185 7%	64 6%	39 6%	35 8%	47 10% abe	103 6%	81 9% abe	165 7%	8 4%	11 8%	** **	160 7%	24 9%	185 17% b	- -%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1311 48%	530 47%	377 56% acdef	199 47%	204 42%	907 50% df	403 44%	1128 48%	93 44%	63 46%	** **	1156 47%	155 56% a	- -%	1311 100% a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Below is a list of potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Prefer not to say	275	135	59	34	39	194	73	224	34	14	**	254	21	-	-
	10%	12%	9%	8%	8%	11%	8%	10%	16%	11%	**	10%	8%	-%	-%
		bcd				f			a						
Don't know	52	18	13	16	6	31	21	46	6	*	**	49	3	-	-
	2%	2%	2%	4%	1%	2%	2%	2%	3%	*%	**	2%	1%	-%	-%
				ade											

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
WHITE											
English/ Welsh/ Scottish/ Northern Irish/ British	2032	243	901	114	129	45	128	70	659	524	135
	74%	79%	70%	85%	75%	83%	83%	71%	67%	69%	62%
		b		b		c	c			c	
Irish	32	3	12	2	2	1	1	1	9	4	4
	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	2%
Gypsy, Traveller or Irish Traveller	5	-	3	-	-	-	-	-	3	2	1
	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%
Any other white background	42	4	20	2	3	1	3	1	16	11	5
	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%
MIXED/ MULTIPLE ETHNIC GROUPS											
White and Black Caribbean	27	4	19	3	1	1	3	1	15	11	4
	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%
White and Black African	24	*	8	-	*	-	*	-	7	4	3
	1%	*%	1%	-%	*%	-%	*%	-%	1%	1%	1%
White and Asian	31	1	19	1	1	-	1	1	18	15	4
	1%	*%	2%	1%	*%	-%	*%	1%	2%	2%	2%
			a								
Any other mixed/ multiple ethnic background	13	*	4	-	*	-	*	-	4	2	2
	*%	*%	*%	-%	*%	-%	*%	-%	*%	*%	1%
ASIAN AND BRITISH ASIAN											
Indian	41	3	25	1	2	1	2	1	22	17	5
	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%
Pakistani	52	4	31	2	2	1	2	1	27	21	6
	2%	1%	2%	2%	1%	3%	1%	1%	3%	3%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Bangladeshi	21	2	11	-	2	-	*	1	10	6	4
	1%	1%	1%	-%	1%	-%	*%	1%	1%	1%	2%
Chinese	21	1	10	-	1	-	-	1	9	8	2
	1%	*%	1%	-%	*%	-%	-%	1%	1%	1%	1%
Any other Asian background	9	1	7	-	1	-	-	1	7	4	2
	*%	*%	1%	-%	*%	-%	-%	1%	1%	1%	1%
BLACK AND BLACK BRITISH											
Caribbean	26	1	15	1	-	-	1	-	14	8	6
	1%	*%	1%	1%	-%	-%	*%	-%	1%	1%	3%
			a								b
African	79	8	40	*	8	1	1	6	32	22	10
	3%	3%	3%	*%	4%	1%	1%	6%	3%	3%	4%
					a			ab			
Any other Black/ African/ Caribbean background	4	1	3	1	1	-	1	1	2	2	-
	*%	*%	*%	*%	*%	-%	*%	1%	*%	*%	-%
OTHER ETHNIC GROUP											
Arab	24	3	11	-	3	-	-	3	8	4	4
	1%	1%	1%	-%	2%	-%	-%	3%	1%	1%	2%
					a			ab			
Any other ethnic background	11	*	10	-	*	-	*	-	10	7	3
	*%	*%	1%	-%	*%	-%	*%	-%	1%	1%	1%
Prefer not to say	235	27	132	8	19	2	10	14	106	86	19
	9%	9%	10%	6%	11%	4%	7%	14%	11%	11%	9%
					a			ab			

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
WHITE																
English/ Welsh/ Scottish/ Northern Irish/ British	2032	174	148	336	265	71	45	96	303	732	434	311	141	170	123	298
	74%	61%	80% acdef	66%	66%	66%	57%	77%	75%	80% f	82% f	86% abfg	83% f	89% abdfg	73%	77%
Irish	32	2	3	4	2	3	2	-	9	11	7	3	3	-	4	4
	1%	1%	1%	1%	*%	2%	2%	-%	2%	1%	1% e	1%	2% e	-%	2% e	1%
Gypsy, Traveller or Irish Traveller	5	-	-	3	2	1	-	-	-	3	2	-	-	-	2	1
	*%	-%	-%	*%	*%	1%	-%	-%	-%	*%	*%	-%	-%	-%	1% c	*%
Any other white background	42	7	4	4	3	2	2	3	4	16	10	6	5	1	4	5
	2%	3%	2%	1%	1%	2%	3%	2%	1%	2%	2%	2%	3% e	1%	2%	1%
MIXED/ MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	27	7	1	8	6	2	1	2	-	6	2	1	-	1	1	4
	1%	2%	*%	2%	1%	2%	1%	2%	-%	1%	*%	*%	-%	1%	1%	1%
White and Black African	24	5	-	2	1	1	2	-	4	12	6	2	1	1	4	7
	1%	2%	-%	*%	*%	1%	2%	-%	1%	1%	1%	*%	1%	*%	2% ce	2%
White and Asian	31	5	1	12	10	2	2	2	-	9	5	1	-	1	5	4
	1%	2%	1%	2%	3%	2%	2%	2%	-%	1% c	1% c	*%	-%	*%	3% abcde	1%
Any other mixed/ multiple ethnic background	13	1	-	3	2	1	1	3	4	2	*	*	*	-	-	2
	*%	*%	-%	1%	*%	1%	1%	2%	1%	*%	*%	*%	*%	-%	-%	*%
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
ASIAN AND BRITISH ASIAN																
Indian	41 1%	12 4% ce	3 2%	8 1%	7 2%	1 1%	3 4% e	3 2%	4 1%	9 1%	6 1%	3 1%	1 1%	2 1%	3 2%	2 1%
Pakistani	52 2%	13 4% b	1 *%	14 3%	12 3%	2 2%	4 5% b	- -%	12 3%	9 1%	8 1%	5 2% aeg	4 3%	1 1%	2 1%	1 *%
Bangladeshi	21 1%	6 2% cd	3 1%	2 *%	- -%	2 1%	2 3% cd	- -%	4 1%	6 1%	3 1%	3 1%	1 1%	2 1%	- -%	3 1%
Chinese	21 1%	4 1%	3 1%	3 1%	2 *%	1 1%	1 1%	- -%	4 1%	7 1%	2 *%	2 *%	1 *%	1 1%	1 *%	5 1%
Any other Asian background	9 *%	3 1%	1 1%	2 *%	1 *%	1 1%	2 2%	- -%	- -%	2 *%	1 *%	* *%	* *%	- -%	1 *%	1 *%
BLACK AND BLACK BRITISH																
Caribbean	26 1%	2 1%	2 1%	10 2%	8 2%	3 3%	2 2%	1 1%	- -%	11 1%	5 1%	1 *%	* *%	1 *%	4 2% cd	5 1%
African	79 3%	9 3%	8 5%	14 3%	11 3%	4 3%	2 3%	3 2%	8 2%	28 3% bce	8 2%	4 1%	2 1%	1 1%	5 3% c	20 5% bcde
Any other Black/ African/ Caribbean background	4 *%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 1%	- -%
OTHER ETHNIC GROUP																
Arab	24 1%	4 1%	- -%	4 1%	1 *%	3 3% bd	1 1%	1 1%	8 2%	4 *%	4 1%	3 1%	2 1%	1 1%	1 1%	- -%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Any other ethnic background	11	2	-	8	7	1	2	-	-	1	1	-	-	-	1	-
	*%	1%	-%	2%	2%	1%	2%	-%	-%	*%	*%	-%	-%	-%	1%	-%
Prefer not to say	235	29	8	69	60	9	8	11	41	51	25	15	7	9	9	26
	9%	10%	4%	14%	15%	8%	10%	9%	10%	6%	5%	4%	4%	4%	6%	7%
		b		b	be											

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
WHITE												
English/ Welsh/ Scottish/ Northern Irish/ British	2032 74%	515 80%	217 79%	335 83%	99 78%	180 75%	118 80%	924 72%	1094 77% a	1413 70%	438 84% a	181 95% ab
Irish	32 1%	6 1%	5 2%	5 1%	2 2%	1 *%	3 2%	20 2% b	11 1%	22 1%	7 1%	3 1%
Gypsy, Traveller or Irish Traveller	5 *%	2 *%	1 *%	1 *%	1 1%	1 *%	- -%	3 *%	2 *%	5 *%	* *%	- -%
Any other white background	42 2%	9 1%	6 2%	7 2%	3 2%	2 1%	3 2%	17 1%	25 2%	30 1%	10 2%	3 1%
MIXED/ MULTIPLE ETHNIC GROUPS												
White and Black Caribbean	27 1%	1 *%	4 2% a	1 *%	1 *%	- -%	4 3% a	16 1%	11 1%	20 1%	7 1%	1 *%
White and Black African	24 1%	9 1%	4 1%	4 1%	2 2%	5 2%	2 1%	14 1%	10 1%	24 1% b	- -%	- -%
White and Asian	31 1%	6 1%	3 1%	3 1%	2 2%	3 1%	1 1%	13 1%	16 1%	27 1%	2 *%	1 *%
Any other mixed/ multiple ethnic background	13 *%	- -%	2 1% a	- -%	* *%	- -%	2 1%	6 *%	7 *%	11 1%	* *%	2 1%
ASIAN AND BRITISH ASIAN												
Indian	41 1%	8 1%	* *%	6 1%	* *%	2 1%	- -%	22 2%	19 1%	36 2% c	5 1%	- -%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Pakistani	52 2%	7 1%	1 1%	6 2%	1 1%	1 *%	- -%	23 2%	24 2%	49 2% bc	3 1%	- -%
Bangladeshi	21 1%	6 1%	1 *%	2 1%	1 *%	3 1%	- -%	10 1%	12 1%	21 1% b	* *%	- -%
Chinese	21 1%	5 1%	3 1%	2 1%	- -%	2 1%	3 2%	11 1%	9 1%	19 1%	2 *%	- -%
Any other Asian background	9 *%	1 *%	1 *%	* *%	1 1%	1 *%	- -%	3 *%	7 *%	6 *%	2 *%	2 1%
BLACK AND BLACK BRITISH												
Caribbean	26 1%	10 2% b	* *%	5 1%	* *%	5 2%	- -%	15 1%	11 1%	23 1%	3 1%	- -%
African	79 3%	22 3%	7 2%	5 1%	3 2%	16 7%	4 3%	42 3%	35 2%	76 4% bc	3 1%	- -%
Any other Black/ African/ Caribbean background	4 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	3 *%	1 *%	3 *%	1 *%	- -%
OTHER ETHNIC GROUP												
Arab	24 1%	1 *%	3 1% a	1 *%	3 2% a	- -%	- -%	12 1%	11 1%	17 1%	7 1%	- -%
Any other ethnic background	11 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	8 1% b	2 *%	9 *%	2 *%	- -%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Prefer not to say	235	34	17	17	8	17	9	119	111	203	30	*
	9%	5%	6%	4%	6%	7%	6%	9%	8%	10% bc	6% c	*%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	2032	793	522	325	386	1315	711	1726	164	113	**	1784	248	826	1083
	74%	70%	78%	76%	79%	73%	78%	74%	78%	83%	**	73%	89%	76%	83%
			ae	a	ae		ae			a			a		a
Irish	32	16	6	3	6	22	9	22	3	1	**	29	2	18	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	2%	1%
Gypsy, Traveller or Irish Traveller	5	3	-	*	1	3	2	5	-	-	**	5	-	5	*
	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	**	*%	-%	*%	*%
														b	
Any other white background	42	15	12	12	3	26	16	36	3	2	**	39	3	10	27
	2%	1%	2%	3%	1%	1%	2%	2%	2%	2%	**	2%	1%	1%	2%
				ade											a
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	27	13	5	4	5	18	9	22	1	3	**	25	2	13	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	**	1%	1%	1%	*%
														b	
White and Black African	24	15	3	4	2	18	6	23	1	-	**	24	-	10	14
	1%	1%	*%	1%	*%	1%	1%	1%	*%	-%	**	1%	-%	1%	1%
White and Asian	31	18	4	5	3	23	8	24	2	5	**	31	*	14	14
	1%	2%	1%	1%	1%	1%	1%	1%	1%	4%	**	1%	*%	1%	1%
										a					
Any other mixed/ multiple ethnic background	13	4	5	1	4	9	4	13	-	-	**	13	1	5	4
	*%	*%	1%	*%	1%	*%	*%	1%	-%	-%	**	1%	*%	*%	*%
ASIAN AND BRITISH ASIAN															
Indian	41	10	20	7	4	30	11	39	2	-	**	41	-	11	27
	1%	1%	3%	2%	1%	2%	1%	2%	1%	-%	**	2%	-%	1%	2%
			ade									b			a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Pakistani	52 2%	27 2%	10 1%	5 1%	10 2%	37 2%	15 2%	50 2%	1 1%	1 1%	** **	50 2%	2 1%	31 3%	20 2%
Bangladeshi	21 1%	11 1%	2 *%	4 1%	3 1%	14 1%	8 1%	21 1%	- -%	- -%	** **	21 1%	- -%	14 1%	4 *%
Chinese	21 1%	10 1%	5 1%	3 1%	3 1%	15 1%	6 1%	18 1%	- -%	1 *%	** **	21 1%	- -%	10 1%	8 1%
Any other Asian background	9 *%	6 *%	1 *%	2 *%	1 *%	7 *%	3 *%	8 *%	1 *%	1 1%	** **	9 *%	- -%	4 *%	5 *%
BLACK AND BLACK BRITISH															
Caribbean	26 1%	13 1%	5 1%	4 1%	4 1%	18 1%	8 1%	26 1%	- -%	- -%	** **	24 1%	3 1%	10 1%	11 1%
African	79 3%	46 4%	15 2%	8 2%	11 2%	60 3%	19 2%	77 3%	- -%	2 1%	** **	77 3%	2 1%	34 3%	38 3%
Any other Black/ African/ Caribbean background	4 *%	1 *%	1 *%	- -%	2 *%	2 *%	2 *%	4 *%	- -%	- -%	** **	4 *%	- -%	2 *%	2 *%
OTHER ETHNIC GROUP															
Arab	24 1%	12 1%	2 *%	1 *%	8 2%	15 1%	9 1%	19 1%	5 2%	- -%	** **	24 1%	- -%	21 2%	3 *%
Any other ethnic background	11 *%	3 *%	1 *%	3 1%	4 1%	4 *%	7 1%	10 *%	- -%	1 *%	** **	7 *%	4 2%	6 1%	4 *%
Prefer not to say	235 9%	120 11%	48 7%	33 8%	27 5%	167 9%	60 7%	199 8%	27 13%	8 6%	** **	223 9%	12 4%	48 4%	28 2%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
In full time employment	1631	160	719	62	98	27	72	61	559	454	105
	60%	52%	56%	47%	57%	50%	47%	61%	57%	60%	48%
					a			b	c	c	
In part time employment	433	44	228	21	23	10	24	11	183	137	46
	16%	15%	18%	16%	14%	18%	16%	11%	19%	18%	21%
Unemployed	140	17	74	10	7	2	12	3	57	35	22
	5%	5%	6%	7%	4%	3%	8%	3%	6%	5%	10%
							c				ab
A student	103	10	62	1	8	1	2	7	53	39	14
	4%	3%	5%	1%	5%	1%	1%	7%	5%	5%	6%
					a			ab			
Full- time responsibility for home/ family	126	25	74	9	16	4	11	10	50	38	12
	5%	8%	6%	7%	9%	8%	7%	10%	5%	5%	6%
		b									
Retired	222	40	87	26	14	9	26	5	47	38	9
	8%	13%	7%	19%	8%	17%	17%	5%	5%	5%	4%
		b		b		c	c				
Other	56	7	30	4	4	2	4	2	23	16	6
	2%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%
Prefer not to say	22	3	9	1	2	-	1	2	6	2	4
	1%	1%	1%	1%	1%	-%	*%	2%	1%	*%	2%
											b

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
In full time employment	1631	159	102	298	240	57	37	59	318	534	311	197	76	122	113	224
	60%	56%	55%	59%	60%	53%	46%	47%	79%	58%	59%	55%	44%	64%	67%	58%
				f	f				a	d	d	d		cd	abcdg	d
In part time employment	433	53	23	107	83	24	14	27	32	146	82	60	36	24	23	64
	16%	19%	12%	21%	21%	22%	17%	22%	8%	16%	15%	17%	21%	12%	13%	17%
				b	b	b		b					abef			
Unemployed	140	28	9	20	13	7	13	7	16	44	21	12	5	7	9	23
	5%	10%	5%	4%	3%	7%	16%	5%	4%	5%	4%	3%	3%	4%	5%	6%
		cd					bcde									
A student	103	20	5	28	23	5	7	4	16	21	10	6	2	4	3	11
	4%	7%	3%	6%	6%	5%	8%	3%	4%	2%	2%	2%	1%	2%	2%	3%
							b									
Full- time responsibility for home/ family	126	7	14	29	22	7	1	10	4	38	27	18	10	8	10	10
	5%	2%	7%	6%	6%	6%	1%	8%	1%	4%	5%	5%	6%	4%	6%	3%
			af	f	f	f		b								
Retired	222	9	27	11	8	3	4	11	12	112	69	61	38	23	8	43
	8%	3%	14%	2%	2%	3%	5%	9%	3%	12%	13%	17%	22%	12%	5%	11%
			acdef							f	f	abfg	abcefg	f		f
Other	56	6	6	10	7	3	3	5	4	17	8	7	4	3	2	9
	2%	2%	3%	2%	2%	3%	4%	4%	1%	2%	2%	2%	2%	2%	1%	2%
Prefer not to say	22	2	-	3	2	1	2	2	4	7	2	-	-	-	2	5
	1%	1%	-%	1%	*%	1%	3%	2%	1%	1%	*%	-%	-%	-%	1%	1%
							bcd			c					cde	c

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
In full time employment	1631	389	145	247	63	142	82	845	774	1322	290	19
	60%	60%	53%	61%	50%	59%	55%	66%	55%	66%	55%	10%
		b		b				b		bc	c	
In part time employment	433	102	44	57	25	45	19	124	303	341	84	8
	16%	16%	16%	14%	20%	19%	13%	10%	21%	17%	16%	4%
					a				a	c	c	
Unemployed	140	26	18	14	7	12	11	69	71	97	42	1
	5%	4%	6%	4%	5%	5%	7%	5%	5%	5%	8%	1%
										c	ac	
A student	103	14	7	7	3	7	4	48	50	99	3	1
	4%	2%	2%	2%	2%	3%	3%	4%	4%	5%	1%	1%
										bc		1%
Full- time responsibility for home/ family	126	24	14	21	7	3	7	19	101	93	29	2
	5%	4%	5%	5%	5%	1%	5%	1%	7%	5%	6%	1%
									a	c	c	
Retired	222	72	39	50	19	23	20	153	69	11	53	158
	8%	11%	14%	12%	15%	9%	14%	12%	5%	1%	10%	82%
								b			a	ab
Other	56	11	6	6	2	5	4	14	41	30	22	3
	2%	2%	2%	2%	2%	2%	3%	1%	3%	1%	4%	2%
									a		a	
Prefer not to say	22	5	3	2	1	3	2	11	9	21	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
										b		

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
In full time employment	1631	833	416	254	127	1249	381	1403	118	78	**	1492	139	594	865
	60%	73%	62%	60%	26%	69%	42%	60%	56%	57%	**	61%	50%	54%	66%
		bcdef	df	df		bcdf	d					b			a
In part time employment	433	155	93	79	102	248	182	370	40	17	**	384	49	186	180
	16%	14%	14%	19%	21%	14%	20%	16%	19%	13%	**	16%	17%	17%	14%
				abe	abe		abe							b	
Unemployed	140	10	10	23	97	20	119	119	10	11	**	127	13	80	44
	5%	1%	1%	5%	20%	1%	13%	5%	5%	8%	**	5%	5%	7%	3%
				abe	abcef		abce							b	
A student	103	26	59	7	11	84	19	89	8	6	**	97	6	49	27
	4%	2%	9%	2%	2%	5%	2%	4%	4%	4%	**	4%	2%	5%	2%
			acdef			acdf								b	
Full- time responsibility for home/ family	126	25	15	23	61	40	85	108	11	5	**	108	17	67	42
	5%	2%	2%	5%	13%	2%	9%	5%	5%	3%	**	4%	6%	6%	3%
				abe	abcef		abce							b	
Retired	222	73	64	30	55	137	85	189	17	14	**	180	42	77	134
	8%	6%	10%	7%	11%	8%	9%	8%	8%	10%	**	7%	15%	7%	10%
			a		ace		a						a		a
Other	56	10	4	7	31	13	38	49	3	3	**	43	13	36	15
	2%	1%	1%	2%	6%	1%	4%	2%	1%	2%	**	2%	5%	3%	1%
					abce		abce						a	b	
Prefer not to say	22	6	7	3	3	13	6	16	3	3	**	22	-	4	2
	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	**	1%	-%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
1	386	35	178	21	13	6	22	6	144	114	30
	14%	11%	14%	16%	8%	12%	15%	6%	15%	15%	14%
				b			c				
2	775	92	342	44	48	16	52	24	250	196	54
	28%	30%	27%	33%	28%	29%	34%	25%	26%	26%	25%
							c				
3-4	1217	143	563	59	84	27	65	51	420	321	99
	45%	47%	44%	44%	49%	49%	43%	52%	43%	42%	45%
5-6	266	29	153	7	22	4	10	14	124	96	29
	10%	9%	12%	5%	13%	8%	7%	14%	13%	13%	13%
				a				b			
7 or more	48	5	32	2	3	*	2	3	27	22	5
	2%	2%	3%	1%	2%	1%	1%	3%	3%	3%	2%
Refused	39	3	13	1	2	*	2	1	10	10	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
1	386	35	41	67	55	13	11	17	54	137	83	59	36	23	24	54
	14%	12%	22%	13%	14%	12%	13%	13%	13%	15%	16%	16%	21%	12%	14%	14%
			acde									abefg				
2	775	60	59	132	104	27	17	38	134	261	151	117	58	60	33	110
	28%	21%	32%	26%	26%	25%	21%	30%	33%	28%	28%	33%	34%	31%	20%	28%
			af							f	f	f	f	f		f
3-4	1217	133	66	221	171	51	37	56	163	434	249	156	60	97	92	185
	45%	47%	36%	44%	43%	47%	46%	45%	40%	47%	47%	43%	35%	51%	55%	48%
		b				b				d	d	d		cd	abcd	d
5-6	266	45	16	64	48	16	11	8	31	74	38	23	15	8	15	35
	10%	16%	9%	13%	12%	15%	14%	6%	8%	8%	7%	6%	9%	4%	9%	9%
		b								e		e	e		e	e
7 or more	48	10	3	14	14	-	5	1	8	7	5	3	1	1	2	2
	2%	4%	2%	3%	3%	-%	6%	1%	2%	1%	1%	1%	1%	1%	1%	1%
		e		e	e		e									
Refused	39	2	-	9	8	1	-	5	15	6	4	3	1	2	2	2
	1%	1%	-%	2%	2%	1%	-%	4%	4%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
1	386 14%	91 14%	46 17%	60 15%	23 18%	32 13%	23 15%	253 20% b	128 9%	225 11%	108 21% a	53 28% ab
2	775 28%	176 27%	85 31%	113 28%	38 30%	64 26%	47 32%	370 29%	394 28%	466 23%	179 34% a	128 67% ab
3-4	1217 45%	310 48%	123 45%	192 47%	57 45%	119 49%	66 44%	534 42%	677 48% a	1008 50% bc	198 38% c	10 5%
5-6	266 10%	54 8%	20 7%	31 8%	8 6%	23 10%	12 8%	98 8%	163 12% a	239 12% bc	27 5% c	- -%
7 or more	48 2%	6 1%	1 *% a	5 1%	- -%	1 *% a	1 1%	16 1%	33 2% a	41 2% c	7 1%	- -%
Refused	39 1%	6 1%	* *% b	4 1%	* *%	2 1%	- -%	13 1%	23 2%	36 2%	3 1%	1 *%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
1	386	121	105	47	113	226	160	331	32	16	**	362	24	146	185
	14%	11%	16%	11%	23%	13%	18%	14%	15%	11%	**	15%	9%	13%	14%
			ace		abcef		ace					b			
2	775	296	190	124	161	486	285	646	63	50	**	672	103	276	418
	28%	26%	28%	29%	33%	27%	31%	28%	30%	36%	**	27%	37%	25%	32%
					ae		ae			a			a		a
3-4	1217	574	293	180	164	867	344	1060	92	50	**	1090	127	499	577
	45%	51%	44%	42%	34%	48%	38%	45%	44%	37%	**	44%	46%	46%	44%
		bcd	f	d		cd		c							
5-6	266	109	53	63	38	162	102	233	20	12	**	245	21	118	109
	10%	10%	8%	15%	8%	9%	11%	10%	9%	9%	**	10%	8%	11%	8%
				abdef			bd							b	
7 or more	48	25	14	4	4	38	8	42	2	4	**	47	1	26	11
	2%	2%	2%	1%	1%	2%	1%	2%	1%	3%	**	2%	*%	2%	1%
		df	f			df						b		b	
Refused	39	11	13	8	7	24	15	33	2	4	**	37	3	29	10
	1%	1%	2%	2%	2%	1%	2%	1%	1%	3%	**	1%	1%	3%	1%
														b	

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
NONE	1289	139	575	69	70	27	80	33	435	343	92
	47%	46%	45%	52%	41%	50%	52%	33%	45%	45%	42%
				b		c	c				
1	738	76	319	34	42	15	35	27	243	181	62
	27%	25%	25%	26%	24%	27%	23%	27%	25%	24%	29%
2	504	65	269	24	41	9	28	28	204	164	41
	18%	21%	21%	18%	24%	16%	19%	28%	21%	22%	19%
					a			ab			
3-4	187	23	109	5	18	4	8	12	86	65	21
	7%	8%	8%	4%	10%	7%	5%	12%	9%	9%	10%
					a			b			
5-6	11	2	8	1	1	*	2	-	6	5	1
	*%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
7 or more	3	*	2	-	*	-	*	-	1	1	-
	*%	*%	*%	-%	*%	-%	*%	-%	*%	*%	-%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
NONE	1289	114	116	205	169	36	37	70	189	455	262	196	107	90	65	193
	47%	40%	63%	40%	42%	34%	47%	56%	47%	49%	49%	54%	63%	47%	39%	50%
			acdef				e			f	f	ef	abcefg	f		f
1	738	75	36	132	97	35	21	27	147	245	145	97	27	70	48	99
	27%	26%	20%	26%	24%	32%	26%	22%	36%	27%	27%	27%	16%	36%	29%	26%
						b		a		d	d	d		abcdfg	d	d
2	504	72	20	113	90	23	15	24	45	165	91	47	23	23	44	74
	18%	25%	11%	22%	23%	21%	18%	19%	11%	18%	17%	13%	14%	12%	26%	19%
		b		b	b	b				ce	ce				abcdeg	ce
3-4	187	21	12	53	39	14	6	3	24	51	30	21	13	8	9	21
	7%	7%	6%	10%	10%	13%	8%	2%	6%	6%	6%	6%	7%	4%	5%	5%
5-6	11	3	1	3	3	-	1	-	-	2	1	*	*	-	1	1
	*%	1%	*%	1%	1%	-%	1%	-%	-%	*%	*%	*%	*%	-%	*%	*%
7 or more	3	-	-	1	1	-	-	-	-	1	1	-	-	-	1	-
	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	1%	-%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
NONE	1289	300	155	191	70	108	85	704	571	760	339	188
	47%	47%	56%	47%	56%	45%	57%	55%	40%	38%	65%	98%
			a		a		a		b		a	ab
1	738	184	61	116	29	68	31	300	429	635	98	4
	27%	29%	22%	29%	23%	28%	21%	23%	30%	32%	19%	2%
		b							a	bc	c	
2	504	118	47	69	22	49	25	212	290	438	67	-
	18%	18%	17%	17%	17%	20%	17%	17%	20%	22%	13%	-%
									a	bc	c	
3-4	187	38	13	25	6	14	7	66	116	172	15	-
	7%	6%	5%	6%	4%	6%	5%	5%	8%	9%	3%	-%
									a	bc	c	
5-6	11	2	-	1	-	1	-	1	10	8	3	-
	*%	*%	-%	*%	-%	*%	-%	*%	1%	*%	*%	-%
									a			
7 or more	3	1	-	1	-	-	-	1	2	1	1	-
	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch)

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
NONE	1289	451	347	196	289	798	485	1085	104	78	**	1142	147	481	642
	47%	40%	52%	46%	59%	44%	53%	46%	49%	57%	**	47%	53%	44%	49%
			ace	a	abcef	a	ace			a			a		a
1	738	381	166	106	83	547	189	656	38	31	**	672	66	317	340
	27%	34%	25%	25%	17%	30%	21%	28%	18%	23%	**	27%	24%	29%	26%
		bcd	f	d		bcd		b							
2	504	235	113	76	79	348	155	429	54	17	**	451	54	196	251
	18%	21%	17%	18%	16%	19%	17%	18%	26%	13%	**	18%	19%	18%	19%
		bdf						ac							
3-4	187	65	39	46	33	104	79	162	15	9	**	177	10	92	74
	7%	6%	6%	11%	7%	6%	9%	7%	7%	7%	**	7%	4%	8%	6%
				abde			abe					b		b	
5-6	11	3	2	2	4	5	6	10	-	*	**	8	3	4	4
	*%	*%	*%	*%	1%	*%	1%	*%	-%	*%	**	*%	1%	*%	*%
7 or more	3	2	1	-	-	3	-	2	*	-	**	3	-	2	*
	*%	*%	*%	-%	-%	*%	-%	*%	*%	-%	**	*%	-%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2892	692	1492	337	355	147	395	150	800	500	300
Effective Weighted Sample	1775	612	1084	322	305	138	379	140	699	480	288
Total	2731	306	1282	133	173	54	153	99	976	758	218
Up to £10,399	191	19	103	12	8	2	13	4	83	50	33
	7%	6%	8%	9% b	4%	3%	9% a	4%	9%	7%	15% ab
From £10,400 to £15,599	222	31	131	15	16	4	17	10	101	73	28
	8%	10%	10%	11%	9%	7%	11%	10%	10%	10%	13%
From £15,600 to £25,999	459	46	216	21	25	9	23	14	169	127	42
	17%	15%	17%	16%	15%	17%	15%	14%	17%	17%	19%
From £26,000 to £36,399	565	70	255	27	43	14	32	24	186	146	39
	21%	23%	20%	20%	25%	26%	21%	24%	19%	19%	18%
From £36,400 to £51,999	530	58	232	24	34	10	28	20	174	148	26
	19%	19%	18%	18%	20%	19%	18%	20%	18% c	19% c	12%
£52,000 to £77,999	350	36	147	13	23	6	16	14	111	90	21
	13%	12%	11%	10%	13%	10%	10%	15%	11%	12%	10%
£78,000 and above	234	27	97	13	14	7	12	8	70	63	7
	9%	9%	8%	10%	8%	14% b	8%	8%	7% c	8% c	3%
Don't know	62	7	39	3	4	*	4	3	31	24	7
	2%	2%	3%	2%	2%	1%	3%	3%	3%	3%	3%
Prefer not to say	118	12	62	6	5	1	8	2	50	37	14
	4%	4%	5%	5%	3%	3%	5%	2%	5%	5%	6%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	e	f	g
Unweighted total	2892	235	147	418	265	153	105	100	100	1200	900	600	300	300	300	300
Effective Weighted Sample	1775	203	132	364	254	147	101	92	99	974	820	568	288	282	253	288
Total	2731	285	185	506	399	108	80	125	405	919	530	361	170	191	169	389
Up to £10,399	191 7%	34 12% b	10 5%	39 8%	29 7%	10 9%	16 20% abcde	10 8%	17 4%	61 7%	27 5%	18 5%	10 6%	8 4%	9 5%	34 9% bce
From £10,400 to £15,599	222 8%	39 14% cd	22 12%	39 8%	26 7%	13 12% d	10 13%	10 8%	21 5%	60 7% e	40 7% e	25 7% e	19 11% abceg	6 3%	15 9% e	21 5%
From £15,600 to £25,999	459 17%	50 18%	36 20%	83 16%	60 15%	23 21%	13 17%	26 21%	56 14%	161 18%	88 17%	62 17%	36 21% e	26 14%	26 15%	74 19%
From £26,000 to £36,399	565 21%	51 18%	35 19%	100 20%	77 19%	23 22%	12 14%	22 18%	122 30% a	166 18%	98 18%	69 19%	32 19%	37 19%	29 17%	68 18%
From £36,400 to £51,999	530 19%	42 15%	36 19% f	97 19% f	81 20% f	16 15%	7 9%	23 18%	81 20%	194 21%	117 22%	67 19%	35 20%	33 17%	49 29% abcdeg	78 20%
£52,000 to £77,999	350 13%	29 10%	27 14%	56 11%	46 11%	10 9%	9 11%	19 15%	61 15%	123 13% f	58 11%	44 12%	18 11%	26 13%	15 9%	64 17% bdf
£78,000 and above	234 9%	19 7%	10 5%	41 8% e	37 9% e	4 3%	3 4%	5 4%	37 9%	95 10% d	68 13% dg	52 14% adfg	9 5%	43 23% abcdfg	16 9%	27 7%
Don't know	62 2%	8 3%	3 2%	20 4%	16 4%	4 4%	2 3%	5 4%	4 1%	14 2%	6 1%	4 1%	2 1%	2 1%	2 1%	8 2%
Prefer not to say	118 4%	13 4%	6 3%	31 6%	27 7%	5 4%	8 10% b	5 4%	8 2%	44 5%	29 6%	21 6%	10 6%	11 6%	9 5%	14 4%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
		YES	NO	YES	NO	YES	NO	MAN	WOMAN	16-44	45-64	65+
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	c
Unweighted total	2892	869	331	682	218	187	113	989	1873	2060	592	236
Effective Weighted Sample	1775	711	266	622	198	180	109	687	1146	1241	383	169
Total	2731	644	275	404	127	240	149	1283	1418	2014	523	192
Up to £10,399	191	38	23	17	10	21	13	102	80	140	41	9
	7%	6%	8%	4%	8%	9%	8%	8%	6%	7%	8%	5%
					a			b				
From £10,400 to £15,599	222	43	18	28	11	14	6	101	119	137	62	23
	8%	7%	6%	7%	9%	6%	4%	8%	8%	7%	12%	12%
					a						a	a
From £15,600 to £25,999	459	101	60	60	28	41	33	196	261	323	92	44
	17%	16%	22%	15%	22%	17%	22%	15%	18%	16%	18%	23%
			a		a				a			a
From £26,000 to £36,399	565	127	39	78	20	49	19	273	290	427	95	43
	21%	20%	14%	19%	16%	21%	13%	21%	20%	21%	18%	22%
		b										
From £36,400 to £51,999	530	135	60	92	25	43	35	252	270	409	92	29
	19%	21%	22%	23%	19%	18%	24%	20%	19%	20%	18%	15%
£52,000 to £77,999	350	85	38	44	14	41	24	164	183	257	75	18
	13%	13%	14%	11%	11%	17%	16%	13%	13%	13%	14%	9%
£78,000 and above	234	77	18	58	10	19	8	136	98	188	38	8
	9%	12%	7%	14%	8%	8%	6%	11%	7%	9%	7%	4%
		b		b				b		c		
Don't know	62	9	6	5	1	4	4	19	43	54	5	3
	2%	1%	2%	1%	1%	2%	3%	2%	3%	3%	1%	1%
									a	b		
Prefer not to say	118	29	14	22	7	7	7	41	75	80	22	15
	4%	5%	5%	6%	6%	3%	5%	3%	5%	4%	4%	8%
									a			ab

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

		SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2892	1116	746	459	560	1862	1019	2478	213	145	56	2561	331	1081	1495
Effective Weighted Sample	1775	697	466	266	346	1159	610	1540	125	80	34	1559	225	645	940
Total	2731	1136	667	426	488	1804	914	2344	211	136	40	2453	279	1093	1311
Up to £10,399	191	23	41	23	104	64	127	164	15	7	**	178	13	104	62
	7%	2%	6%	5%	21%	4%	14%	7%	7%	5%	**	7%	5%	10%	5%
			ae	a	abcef	a	abce							b	
From £10,400 to £15,599	222	61	41	29	91	102	120	194	9	18	**	196	26	135	68
	8%	5%	6%	7%	19%	6%	13%	8%	4%	13%	**	8%	9%	12%	5%
					abcef		abce	b		ab				b	
From £15,600 to £25,999	459	111	108	113	126	219	239	382	35	30	**	408	51	199	212
	17%	10%	16%	27%	26%	12%	26%	16%	17%	22%	**	17%	18%	18%	16%
			ae	abe	abe	a	abe								
From £26,000 to £36,399	565	221	165	95	80	386	175	489	47	21	**	520	45	208	288
	21%	19%	25%	22%	16%	21%	19%	21%	22%	16%	**	21%	16%	19%	22%
			adf	d		d						b			
From £36,400 to £51,999	530	252	152	92	35	403	127	458	42	23	**	458	73	211	279
	19%	22%	23%	22%	7%	22%	14%	20%	20%	17%	**	19%	26%	19%	21%
		df	df	df		df	d						a		
£52,000 to £77,999	350	224	83	31	13	307	43	294	37	14	**	315	36	113	203
	13%	20%	12%	7%	3%	17%	5%	13%	17%	10%	**	13%	13%	10%	15%
		bcd	cd	d		bcd	d		a					a	
£78,000 and above	234	191	25	14	2	216	15	214	7	11	**	214	20	70	135
	9%	17%	4%	3%	*%	12%	2%	9%	3%	8%	**	9%	7%	6%	10%
		bcd	df	d		bcd	d	b		b				a	
Don't know	62	12	19	8	20	30	29	48	8	6	**	59	3	30	18
	2%	1%	3%	2%	4%	2%	3%	2%	4%	4%	**	2%	1%	3%	1%
			a		ae		ae							b	
Prefer not to say	118	43	34	21	17	77	38	102	10	5	**	106	12	22	47
	4%	4%	5%	5%	4%	4%	4%	4%	5%	4%	**	4%	4%	2%	4%
															a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2660	640	1365	310	330	140	359	141	725	455	270
Effective Weighted Sample	1626	565	992	296	283	131	344	131	634	437	259
Total	2523	285	1174	123	162	52	140	93	889	692	197
Most Financially Vulnerable	495	52	289	22	30	8	27	18	237	168	69
	20%	18%	25%	18%	19%	15%	19%	19%	27%	24%	35%
			a								ab
Potentially Financially Vulnerable	1182	144	522	63	81	26	70	48	378	292	86
	47%	50%	44%	51%	50%	49%	50%	51%	43%	42%	44%
		b									
Least Financially Vulnerable	846	89	363	38	51	19	43	28	274	233	41
	34%	31%	31%	31%	31%	36%	31%	30%	31%	34%	21%
									c	c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH						
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	DUAL PLAY OR TRIPLE PLAY	DUAL PLAY	TRIPLE PLAY	PAY TV S/A	MOBILE
Significance Level: 95%		a	b	c	d	e	~f	~a	~b	a	b	c	d	e	f	g
Unweighted total	2660	215	138	372	232	140	92	89	94	1112	831	555	277	278	276	281
Effective Weighted Sample	1626	187	124	323	223	135	88	82	94	903	757	525	266	261	233	270
Total	2523	262	176	451	352	99	70	110	383	857	492	335	158	177	156	365
Most Financially Vulnerable	495	90	31	116	86	30	**	**	**	137	71	42	27	15	28	66
	20%	34%	17%	26%	24%	31%	**	**	**	16%	14%	13%	17%	8%	18%	18%
		bcd				b				e	e	e	e		ce	ce
Potentially Financially Vulnerable	1182	109	83	186	140	46	**	**	**	403	233	155	81	74	77	170
	47%	42%	47%	41%	40%	47%	**	**	**	47%	47%	46%	51%	42%	49%	47%
												e	e			
Least Financially Vulnerable	846	63	62	149	126	22	**	**	**	317	188	137	49	88	51	128
	34%	24%	35%	33%	36%	23%	**	**	**	37%	38%	41%	31%	50%	33%	35%
			ae	ae	ae						d	df		abcdfg		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE		
	Total	YES a	NO b	YES a	NO b	YES a	NO b	MAN a	WOMAN b	16-44 a	45-64 b	65+ c
Significance Level: 95%												
Unweighted total	2660	808	304	631	200	177	104	930	1704	1893	554	211
Effective Weighted Sample	1626	660	246	576	182	170	100	640	1049	1135	356	151
Total	2523	602	255	374	118	228	137	1211	1284	1856	492	174
Most Financially Vulnerable	495	88	49	48	23	41	26	193	289	406	79	9
	20%	15%	19%	13%	19%	18%	19%	16%	22%	22%	16%	5%
					a				a	bc	c	
Potentially Financially Vulnerable	1182	284	119	174	59	111	60	572	602	837	241	105
	47%	47%	47%	46%	50%	49%	44%	47%	47%	45%	49%	60%
												ab
Least Financially Vulnerable	846	229	88	152	36	77	52	446	393	613	173	60
	34%	38%	34%	41%	31%	34%	38%	37%	31%	33%	35%	34%
				b				b				

Columns Tested: a,b - a,b - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	SEG						NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		AB	C1	C2	DE	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	c	~d	a	b	a	b
Unweighted total	2660	1048	677	418	513	1725	931	2284	194	130	52	2352	308	1006	1406
Effective Weighted Sample	1626	650	421	242	319	1067	559	1417	111	70	32	1425	209	601	876
Total	2523	1070	611	390	445	1681	835	2175	190	119	39	2262	261	1020	1241
Most Financially Vulnerable	495	119	108	88	180	227	268	434	34	21	**	455	40	255	177
	20%	11%	18%	23%	40%	14%	32%	20%	18%	18%	**	20%	15%	25%	14%
			ae	ae	abcef		abce					b		b	
Potentially Financially Vulnerable	1182	414	312	224	227	726	451	1002	96	64	**	1041	141	500	579
	47%	39%	51%	57%	51%	43%	54%	46%	50%	53%	**	46%	54%	49%	47%
			ae	abe	ae	a	ae						a		
Least Financially Vulnerable	846	537	191	78	37	727	116	740	60	34	**	766	80	265	485
	34%	50%	31%	20%	8%	43%	14%	34%	32%	29%	**	34%	31%	26%	39%
		bcdef	cdf	df		bcdf	d								a

Columns Tested: a,b,c,d,e,f - a,b,c,d - a,b - a,b