

## Ofcom ECN and New Customer Survey

The data in the tables in this document have been taken from consumer research conducted among customers of five mobile and three broadband communications providers and the data contained in the tables have been referred to in sections 4 (Mobile) and 5 (Implementation of end of contract notifications) of the Ofcom Helping Customers get Better Deals publication of 30th November 2021. For full details of the survey please see Annex 1 of that document.

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Q9. Thinking back to between July and September, did your (previous) mobile/ broadband provider contact you to let you know that your contract was approaching its end? This may have been in the form of a letter, email or text and would tell you that you were coming towards the end of your contract and set out some options for you.

Base: All ECN respondents except those who did not previously have the service

Q2. Thinking about your mobile/ broadband service, which of these statements best describes you?

Base: All ECN respondents

Q10a. Since July, have you done any of the following with regard to your mobile/ broadband service?

Base: All ECN respondents who have re-contracted with the same provider, signed up to a new contract or are now OOC

Q10b. Which of the following best describes the deals you looked into with your existing provider?

Base: All ECN respondents who have re-contracted with the same provider, signed up to a new contract or are now OOC, recall receiving an ECN and looked into deals with their existing provider

Q17b. To what extent to you agree or disagree with the following statement?: I found it helpful that my provider reminded me about my contract finishing soon

Base: All ECN respondents except those who did not previously have the service who were aware of receiving an ECN

Q17c. To what extent to you agree or disagree with the following statement?: Receiving a reminder that my contract was finishing soon helped me get a better deal

Base: All ECN respondents who have re-contracted, switched provider or have a first contract

Q17a. To what extent to you agree or disagree with the following statement?: I am happy that I am on the best mobile/ broadband deal for my needs

Base: All ECN respondents

Q11a. Thinking about the action you took, to what extent, if at all, was this prompted by your provider contacting you to let you know your contract was approaching its end?

Base: All ECN respondents who took any action before signing up to their new contract/ deciding to stay OOC and recall receiving an ECN

Q9. Thinking back to between July and September, did your (previous) mobile/ broadband provider contact you to let you know that your contract was approaching its end? This may have been in the form of a letter, email or text and

Base: All new customers except those who did not previously have the service

Q8. Why did you decide to change provider?

Base: All new customers who have recently changed provider

Q17a. To what extent to you agree or disagree with the following statement?: I am happy that I am on the best mobile/ broadband deal for my needs

Base: All new customers

Q17b. To what extent to you agree or disagree with the following statement?: I found it helpful that my provider reminded me about my contract finishing soon

Base: All new customers except those who did not previously have the service who received an ECN

Q17c. To what extent to you agree or disagree with the following statement?: Receiving a reminder that my contract was finishing soon helped me get a better deal

Base: All new customers who have re-contracted, switched provider or have a first contract

Q17a. To what extent to you agree or disagree with the following statement?: I am happy that I am on the best mobile/ broadband deal for my needs

Bases: All new customers, ECN Customers who re-contracted with the same provider and ECN customers who are now out of contract

**Customers who had been sent an ECN ('ECN Customers')**

**Q9. Thinking back to between July and September, did your (previous) mobile/ broadband provider contact you to let you know that your contract was approaching its end? This may have been in the form of a letter, email or text and would tell you that you were coming towards the end of your contract and set out some options for you.**

**Base: All ECN respondents except those who did not previously have the service**

	Customer type		
	Total	Mobile (c)	Broadband (e)
Unweighted base	5677	3543	2134
Weighted base	5676	3542	2134
NET: Net recall receiving an ECN	3510	2186	1324
	62%	62%	62%
Yes, received a letter	452	253	199
	8%	7%	9%
Yes, received an email	1883	872	1011
	33%	25%	47%
Yes, received a text	1096	1054	42
	19%	30%	2%
Received a notification, but can't remember how it came	711	506	205
	13%	14%	10%
NET: Net did not receive an ECN / Can't remember	2166	1356	810
	38%	38%	38%
Did not receive any of these	1255	786	469
	22%	22%	22%
Don't know/not sure	912	571	341
	16%	16%	16%

**Customers who had been sent an ECN ('ECN Customers')****Q2. Thinking about your mobile/ broadband service, which of these statements best describes you?****Base: All ECN respondents**

	Customer type			Awareness of receiving ECN	
	Total	Mobile (c)	Broadband (e)	Total Aware (a)	Total Unaware / DK (f)
Unweighted base	5688	3548	2140	3476	2201
Weighted base	5688	3548	2140	3510	2166
Since July I have signed up to a new contract with the provider I was already using	3435 60%	2018 57%	1417 66%	2508 71% f	927 43%
Since July I have changed or have a new mobile/ broadband provider	184 3%	134 4%	50 2%	95 3%	77 4%
My minimum contract period has ended and I have not signed up for a new contract either with my current provider or a new provider	1267 22%	934 26%	333 16%	738 21%	529 24%
I don't know whether I am within my minimum contract period or whether it has ended	615 11%	327 9%	288 13%	125 4%	490 23% a
I'm not sure/don't know if I ever had a contract	188 3%	136 4%	52 2%	44 1%	144 7% a
NET: Aware of contract status	4886 86%	3086 87%	1800 84%	3341 95%	1533 71%

**Customers who had been sent an ECN ('ECN Customers')****Q10a. Since July, have you done any of the following with regard to your mobile/ broadband service?****Base: All ECN respondents who have re-contracted with the same provider, signed up to a new contract or are now OOC**

	Awareness of receiving ECN		
	Total	Aware (a)	Unaware / DK (f)
Unweighted base	4860	3305	1555
Weighted base	4873	3341	1532
NET: Did something	3736	2656	1080
	77%	79%	70%
		f	
Look into deals with your existing provider at that time	2334	1775	559
	48%	53%	36%
		f	
Look into deals with alternative provider/s	2013	1431	582
	41%	43%	38%
		f	
Try to negotiate a deal with your existing provider	1345	934	411
	28%	28%	27%
Contact your existing provider at that time (e.g. phone, web)	1224	874	350
	25%	26%	23%
		f	
Speak to friends or family about mobile/ broadband provider	757	521	236
	16%	16%	15%
Contact alternative provider/s (e.g. phone, webchats, email)	259	181	78
	5%	5%	5%
Something else (Please specify)	113	72	41
	2%	2%	3%
NET: Did nothing/Don't know	1138	685	453
	23%	21%	30%
		a	
Did not do any of these things	1067	655	412
	22%	20%	27%
		a	
Don't know/ not sure	71	30	41
	1%	1%	3%

**Customers who had been sent an ECN ('ECN Customers')****Q10b. Which of the following best describes the deals you looked into with your existing provider?****Base: All ECN respondents who have re-contracted with the same provider, signed up to a new contract or are now OOC, recall receiving an ECN and looked into deals with their existing provider**

	Customer type		
	Total	Mobile (c)	Broadband (e)
Unweighted base	1752	1085	667
Weighted base	1775	1108	667
The deals set out in the notification I received from my provider	753 42%	447 40%	306 46%
Other deals that were not mentioned in the notification	1077 61%	687 62%	390 58%
Don't know/ not sure	202 11%	133 12%	69 10%

**Customers who had been sent an ECN ('ECN Customers')**

Q17b. To what extent to you agree or disagree with the following statements?

**Base: All ECN respondents except those who did not previously have the service who were aware of receiving an ECN****I found it helpful that my provider reminded me about my contract finishing soon**

	Customer type			Contract status	
	Total	Mobile (c)	Broadband (e)	Recontracted (g)	Now OOC (h)
Unweighted base	3476	2152	1324	2484	726
Weighted base	3510	2186	1324	2508	738
Agree strongly (4)	1837	1199	638	1388	350
	52%	55%	48%	55%	47%
Agree slightly (3)	1311	772	539	913	292
	37%	35%	41%	36%	40%
Disagree slightly (2)	164	97	67	107	38
	5%	4%	5%	4%	5%
Disagree strongly (1)	71	39	32	40	20
	2%	2%	2%	2%	3%
NET: Agree	3148	1971	1177	2301	641
	90%	90%	89%	92%	87%
NET: Disagree	235	136	99	146	58
	7%	6%	7%	6%	8%
Don't know	127	79	48	61	38
	4%	4%	4%	2%	5%
					g

**Customers who had been sent an ECN ('ECN Customers')**

Q17c. To what extent to you agree or disagree with the following statements?

Base: All ECN respondents who have re-contracted, switched provider or have a first contract

Receiving a reminder that my contract was finishing soon helped me get a better deal

	Customer type			Contract status
	Total	Mobile (c)	Broadband (e)	Recontracted (g)
Unweighted base	2579	1509	1070	2484
Weighted base	2603	1533	1070	2508
Agree strongly (4)	723	481	242	695
	28%	31%	23%	28%
Agree slightly (3)	834	470	364	812
	32%	31%	34%	32%
Disagree slightly (2)	454	257	197	434
	17%	17%	18%	17%
Disagree strongly (1)	331	173	158	312
	13%	11%	15%	12%
NET: Agree	1557	951	606	1507
	60%	62%	57%	60%
NET: Disagree	785	430	355	746
	30%	28%	33%	30%
Don't know	261	152	109	255
	10%	10%	10%	10%

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## Customers who had been sent an ECN ('ECN Customers')

Q17a. To what extent to you agree or disagree with the following statements?

Base: All ECN respondents

I am happy that I am on the best mobile/ broadband deal for my needs

	All ECN respondents					Mobile ECN respondents	
	Customer type			Contract status		Contract status	
	Total	Mobile (c)	Broadband (e)	Recontracted (g)	Now OOC (h)	Recontracted	Out of contract
Unweighted base	5688	3548	2140	3417	1271	2000	938
Weighted base	5688	3548	2140	3435	1267	2018	934
Agree strongly (4)	2018	1553	465	1402	308	1030	288
	35%	44%	22%	41%	24%	51%	31%
				h			
Agree slightly (3)	1846	1133	713	1220	339	662	284
	32%	32%	33%	36%	27%	33%	30%
				h			
Disagree slightly (2)	685	324	361	346	215		
	12%	9%	17%	10%	17%	137	136
					g	7%	15%
Disagree strongly (1)	644	242	402	263	268	91	116
	11%	7%	19%	8%	21%	5%	12%
					g		
NET: Agree	3863	2685	1178	2622	647	1692	572
	68%	76%	55%	76%	51%	84%	61%
				h			
NET: Disagree	1329	566	763	609	483	228	252
	23%	16%	36%	18%	38%	11%	27%
					g		
Don't know	496	297	199	204	136	98	109
	9%	8%	9%	6%	11%	5%	12%
					g		



**Customers who had been sent an ECN ('ECN Customers')**

**Q11a. Thinking about the action you took, to what extent, if at all, was this prompted by your provider contacting you to let you know your contract was approaching its end?**

**Base: All ECN respondents who took any action before signing up to their new contract/ deciding to stay OOC and recall receiving an ECN**

	Total ECN Sample	Customer type		Contract status	
		Mobile (c)	Broadband (e)	Recontracted (g)	Now OOC (h)
Unweighted base	2625	1568	1057	2107	432
Weighted base	2656	1599	1057	2130	440
Completely, I wouldn't have done anything if I hadn't received the notification	529 20%	285 18%	244 23%	453 21% h	69 16%
The notification was a useful reminder to do something, but I may have acted anyway	1243 47%	718 45%	525 50%	1001 47%	206 47%
Not at all, I would have done something even if I hadn't received the notification	810 30%	547 34%	263 25%	631 30%	141 32%
Don't know/ not sure	74 3%	49 3%	25 2%	46 2%	23 5% g

## New Customers

**Q9. Thinking back to between July and September, did your (previous) mobile/ broadband provider contact you to let you know that your contract was approaching its end? This may have been in the form of a letter, email or text and would tell you that you were coming towards the end of your contract and set out some options for you.**

**Base: All new customers except those who did not previously have the service**

	Customer type		
	Total	Mobile (d)	Broadband (f)
Unweighted base	1320	764	556
Weighted base	1320	764	556
NET: Net received an ECN	423	249	174
	32%	33%	31%
Yes, received a letter	84	39	45
	6%	5%	8%
Yes, received an email	204	99	105
	15%	13%	19%
Yes, received a text	127	112	15
	10%	15%	3%
Received a notification, but can't remember how it came	89	60	29
	7%	8%	5%
NET: Net did not receive an ECN / Can't remember	897	515	382
	68%	67%	69%
Did not receive any of these	618	342	276
	47%	45%	50%
Don't know/not sure	279	173	106
	21%	23%	19%

## New Customers

## Q8. Why did you decide to change provider?

Base: All new customers who have recently changed provider

	Customer type			Awareness of receiving ECN	
	Total	Mobile (d)	Broadband (f)	Aware (a)	Unaware / DK (f)
Unweighted base	1055	594	461	361	694
Weighted base	1055	594	461	361	694
I found out about a better deal/ price with another provider	280 27%	183 31%	97 21%	95 26%	185 27%
Technical/ service/ coverage issues with my previous provider	270 26%	143 24%	127 28%	84 23%	186 27%
I wanted to reduce the cost of services	265 25%	129 22%	136 30%	90 25%	175 25%
My contract/ deal came to an end	207 20%	124 21%	83 18%	108 30% f	99 14%
Poor customer service with previous provider	172 16%	73 12%	99 21%	44 12%	128 18% a
My previous provider increased the cost of services	145 14%	50 8%	95 21%	48 13%	97 14%
My previous provider would not negotiate on costs	115 11%	73 12%	42 9%	39 11%	76 11%
I wanted faster broadband services	107 10%	- -	107 23%	41 11%	66 10%

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## New Customers

**Q8.cont. Why did you decide to change provider?**

**Base: All new customers who have recently changed provider**

	Customer type			Awareness of receiving ECN	
	Total	Mobile (d)	Broadband (f)	Aware (a)	Unaware / DK (f)
Unweighted base	1055	594	461	361	694
Weighted base	1055	594	461	361	694
I wanted a specific deal or service not available with my previous provider	88 8%	65 11%	23 5%	34 9%	54 8%
I regularly review to check that I have the best deal	79 7%	50 8%	29 6%	30 8%	49 7%
I wanted to increase my data/ texts/ voice minutes allowance	79 7%	79 13%	- -	27 7%	52 7%
I wanted a specific handset, and this was the best deal on it	60 6%	60 10%	- -	21 6%	39 6%
Friends or family mentioned a deal	48 5%	38 6%	10 2%	16 4%	32 5%

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## New Customers

Q17a. To what extent to you agree or disagree with the following statements?

Base: All new customers

I am happy that I am on the best mobile/ broadband deal for my needs

	TOTAL			Mobile			Broadband		
	Awareness of receiving ECN			Awareness of receiving ECN			Awareness of receiving ECN		
	Total	Aware (a)	Unaware / DK (f)	Total (d)	Aware (a)	Unaware / DK (f)	Total	Aware (a)	Unaware / DK (f)
Unweighted base	1425	423	897	798	249	515	627	174	382
Weighted base	1425	423	897	798	249	515	627	174	382
Agree strongly (4)	628	205	385	400	136	243	228	69	142
	44%	48%	43%	50%	55%	47%	36%	40%	37%
Agree slightly (3)	441	128	273	242	77	158	199	51	115
	31%	30%	30%	30%	31%	31%	32%	29%	30%
Disagree slightly (2)	133	36	85	54	13	39	79	23	46
	9%	9%	9%	7%	5%	8%	13%	13%	12%
Disagree strongly (1)	141	31	99	50	11	35	91	20	64
	10%	7%	11%	6%	4%	7%	15%	11%	17%
NET: Agree	1069	333	658	642	213	401	427	120	257
	75%	79%	73%	80%	86%	78%	68%	69%	67%
NET: Disagree	274	67	184	104	24	74	170	43	110
	19%	16%	21%	13%	10%	14%	27%	25%	29%
Don't know	82	23	55	52	12	40	30	11	15
	6%	5%	6%	7%	5%	8%	5%	6%	4%

**New Customers**

**Q17b. To what extent to you agree or disagree with the following statements?**

**Base: All new customers except those who did not previously have the service who received an ECN**

**I found it helpful that my provider reminded me about my contract finishing soon**

	Customer type		
	Total	Mobile (d)	Broadband (f)
Unweighted base	423	249	174
Weighted base	423	249	174
Agree strongly (4)	165	109	56
	39%	44%	32%
Agree slightly (3)	184	107	77
	43%	43%	44%
Disagree slightly (2)	19	5	14
	4%	2%	8%
Disagree strongly (1)	19	8	11
	4%	3%	6%
NET: Agree	349	216	133
	83%	87%	76%
NET: Disagree	38	13	25
	9%	5%	14%
Don't know	36	20	16
	9%	8%	9%

**New Customers****Q17c. To what extent to you agree or disagree with the following statements?****Base: All new customers who have re-contracted, switched provider or have a first contract****Receiving a reminder that my contract was finishing soon helped me get a better deal**

	Customer type		
	Total	Mobile (d)	Broadband (f)
	397	224	173
Unweighted base	397	224	173
Weighted base	91	63	28
Agree strongly (4)	23%	28%	16%
	141	84	57
Agree slightly (3)	36%	38%	33%
	57	23	34
Disagree slightly (2)	14%	10%	20%
	53	25	28
Disagree strongly (1)	13%	11%	16%
	232	147	85
NET: Agree	58%	66%	49%
	110	48	62
NET: Disagree	28%	21%	36%
	55	29	26
Don't know	14%	13%	15%

# Ofcom ECN and New Customer Survey

## New Customers and ECN Customers

Q17a. To what extent to you agree or disagree with the following statements?

Bases: All new customers, ECN Customers who re-contracted with the same provider and ECN customers who are now out of contract

I am happy that I am on the best mobile/ broadband deal for my needs

	BROADBAND AND MOBILE			MOBILE			BROADBAND		
	New customers	ECN customers, re-contracted with same provider	ECN Sample, now out of contract	New customers	ECN customers, re-contracted with same provider	ECN Sample, now out of contract	New customers	ECN customers, re-contracted with same provider	ECN Sample, now out of contract
Unweighted base	1425	3417	1271	798	2000	938	627	1417	333
Weighted base	1425	3435	1267	798	2018	934	627	1417	333
Agree strongly (4)	628	1402	308	400	1030	288	228	372	20
	44%	41%	24%	50%	51%	31%	36%	26%	6%
Agree slightly (3)	441	1220	339	242	662	284	199	558	55
	31%	36%	27%	30%	33%	30%	32%	39%	17%
Disagree slightly (2)	133	346	215	54	137	136	79	209	79
	9%	10%	17%	7%	7%	15%	13%	15%	24%
Disagree strongly (1)	141	263	268	50	91	116	91	172	152
	10%	8%	21%	6%	5%	12%	15%	12%	46%
NET: Agree	1069	2622	647	642	1692	572	427	930	75
	75%	76%	51%	80%	84%	61%	68%	66%	23%
NET: Disagree	274	609	483	104	228	252	170	381	231
	19%	18%	38%	13%	11%	27%	27%	27%	69%
Don't know	82	204	136	52	98	109	30	106	27
	6%	6%	11%	7%	5%	12%	5%	7%	8%