**Ofcom Switching Tracker 2016**

**Explanatory note for updated data tables (March 2017)**

The updated Ofcom Switching Tracker data tables include new analysis for consumers purchasing standalone products, based on the providers they use. The revised definition is set out below:

**New approach to defining standalone services** – from 2016 onwards

Analysis among standalone customers, is now based on consumers only using a stated supplier for the purchase of one communications service.  For example, purchase of standalone landline means the consumer does not use the landline supplier for any other service. This excludes those who ‘don’t know’ their supplier for one or more services. Previously, standalone take-up was derived from consumers self-reporting which services, if any, they took as part of a bundle.