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GfK NOP

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.A CAN YOU TELL ME, DOES YOUR HOUSEHOLD HAVE A FIXED LINE BROADBAND CONNECTION?

BASE : ALL ADULTS AGED 16+

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	1912 100%	930 49%	982 51%	233 12%	328 17%	329 17%	308 16%	279 15%	435 23%	448 23%	512 27%	371 19%	581 30%	1128 59%	484 25%	300 16%	670 35%	285 15%	957 50%
WEIGHTED TOTAL	1912 100%	937 49%	975 51%	285 15%	306 16%	342 18%	317 17%	277 15%	384 20%	384 20%	570 30%	417 22%	541 28%	1103 58%	524 27%	285 15%	772 40%	335 18%	805 42%
EFFECTIVE BASE	1664	826	838	207	285	292	273	244	377	392	451	327	515	986	418	267	605	251	847
YES	1383 72% 100%	701 75% 51% B	682 70% 49% A	216 76% 16% H	229 75% 17% H	276 81% 20% H	260 82% 19% DH	218 79% 16% H	185 48% 13% CDE FG	335 87% 24% JK L	468 82% 34% KL	300 72% 22% L	281 52% 20% K	894 81% 65% NO	352 67% 25% O	136 48% 10% MN	633 82% 46% R	275 82% 20% R	475 59% 34% PQ
NO	529 28% 100%	236 25% 45%	293 30% 55%	69 24% 13%	77 25% 15% F	66 19% 12%	58 18% 11%	59 21% 11%	199 52% 38% CDE FG	49 13% 9%	102 18% 19% I	117 28% 22% IJ	260 48% 49% JK	209 19% 39%	172 33% 33% M	148 52% 28% MN	139 18% 26%	60 18% 11%	330 41% 62% PQ

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.A CAN YOU TELL ME, DOES YOUR HOUSEHOLD HAVE A FIXED LINE BROADBAND CONNECTION?

BASE : ALL ADULTS AGED 16+

	REGION (GOR)												HOME FIXED BROADBAND	
	SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
TOTAL														
1912 100%	136 7%	99 5%	251 13%	159 8%	48 3%	130 7%	207 11%	82 4%	187 10%	195 10%	229 12%	189 10%	1366 71%	546 29%
1912 100%	163 9%	80* 4%	214 11%	163 8%	54* 3%	138 7%	166 9%	94* 5%	178 9%	239 13%	260 14%	164 9%	1383 72%	529 28%
1664	114	93	219	148	45	120	193	71	166	178	196	166	1189	476
1383 72% 100%	99 61% 7%	63 78% 5% AC	142 66% 10%	105 65% 8%	45 84% 3% ACF	93 67% 7%	125 75% 9% A	73 78% 5% A	136 76% 10% AC	176 74% 13% A	203 78% 15% ACF	122 74% 9% A	1383 100% 100% N	- - -
529 28% 100%	63 39% 12% BEG HIJKL	17 22% 3%	72 34% 14% BEI K	57 35% 11%	8 16% 2%	45 33% 8% EK	42 25% 8%	20 22% 4%	42 24% 8%	63 26% 12%	57 22% 11%	42 26% 8%	- - -	529 100% 100% M

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

**Q.1A HAVE YOUR LANDLINE PHONE OR BROADBAND SERVICES BEEN SWITCHED TO ANOTHER SUPPLIER IN THE PAST 12 MONTHS
 WITHOUT THE CONSENT OR KNOWLEDGE OF ANYONE IN THE HOUSEHOLD?
 THIS IS SOMETIMES REFERRED TO AS "SLAMMING".**

WHICH SERVICES HAVE BEEN SWITCHED TO ANOTHER SUPPLIER WITHOUT CONSENT IN THE LAST 12 MONTHS?

BASE : ALL ADULTS AGED 16+

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	1912 100%	930 49%	982 51%	233 12%	328 17%	329 17%	308 16%	279 15%	435 23%	448 23%	512 27%	371 19%	581 30%	1128 59%	484 25%	300 16%	670 35%	285 15%	957 50%
WEIGHTED TOTAL	1912 100%	937 49%	975 51%	285 15%	306 16%	342 18%	317 17%	277 15%	384 20%	384 20%	570 30%	417 22%	541 28%	1103 58%	524 27%	285 15%	772 40%	335 18%	805 42%
EFFECTIVE BASE	1664	826	838	207	285	292	273	244	377	392	451	327	515	986	418	267	605	251	847
A FIXED LINE PHONE SERVICE FOR MAKING AND RECEIVING CALLS	22 1% 100%	8 1% 38%	14 1% 62%	3 1% 13%	4 1% 20%	3 1% 12%	3 1% 14%	6 2% 29%	3 1% 12%	2 * 8%	9 2% 43%	4 1% 16%	7 1% 33%	10 1% 46%	9 2% 42%	3 1% 11%	11 1% 51%	3 1% 12%	8 1% 36%
A FIXED BROADBAND SERVICE THROUGH A PHONE LINE OR CABLE SERVICE INTO THE HOME	37 2% 100%	20 2% 55%	17 2% 45%	10 4% 27% FH	7 2% 19% FH	10 3% 27% FH	1 * 3% CD	7 2% 19% FH	2 * 5%	8 2% 22%	13 2% 35%	6 2% 18%	9 2% 25%	20 2% 53%	15 3% 40%	2 1% 6%	18 2% 50%	5 1% 13%	14 2% 37%
NO, NONE OF THESE	1688 88% 100%	822 88% 49%	866 89% 51%	233 82% 14%	259 85% 15%	317 93% 19% CD	287 91% 17% CD	248 89% 15% C	345 90% 20% CD	363 95% 22% KL	528 93% 31% KL	369 88% 22% L	428 79% 25%	1025 93% 61% NO	421 80% 25%	242 85% 14%	696 90% 41% R	305 91% 18% R	687 85% 41%
DON'T HAVE FIXED LANDLINE/BROADBAND	176 9% 100%	90 10% 51%	86 9% 49%	40 14% 23% EF G	37 12% 21% E	16 5% 9%	27 8% 15%	20 7% 11%	36 9% 21% E	13 3% 7%	23 4% 13%	40 10% 23% IJ	100 18% 57% K	54 5% 30%	83 16% 47% M	39 14% 22% M	52 7% 30%	24 7% 14%	100 12% 56% PQ

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

**Q.1A HAVE YOUR LANDLINE PHONE OR BROADBAND SERVICES BEEN SWITCHED TO ANOTHER SUPPLIER IN THE PAST 12 MONTHS
WITHOUT THE CONSENT OR KNOWLEDGE OF ANYONE IN THE HOUSEHOLD?
THIS IS SOMETIMES REFERRED TO AS "SLAMMING".**

WHICH SERVICES HAVE BEEN SWITCHED TO ANOTHER SUPPLIER WITHOUT CONSENT IN THE LAST 12 MONTHS?

BASE : ALL ADULTS AGED 16+

	TOTAL	REGION (GOR)												HOME FIXED BROADBAND	
		SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
UNWEIGHTED TOTAL	1912 100%	136 7%	99 5%	251 13%	159 8%	48 3%	130 7%	207 11%	82 4%	187 10%	195 10%	229 12%	189 10%	1366 71%	546 29%
WEIGHTED TOTAL	1912 100%	163 9%	80* 4%	214 11%	163 8%	54* 3%	138 7%	166 9%	94* 5%	178 9%	239 13%	260 14%	164 9%	1383 72%	529 28%
EFFECTIVE BASE	1664	114	93	219	148	45	120	193	71	166	178	196	166	1189	476
A FIXED LINE PHONE SERVICE FOR MAKING AND RECEIVING CALLS	22 1% 100%	- -	1 1% 5%	2 1% 9%	2 1% 9%	- -	4 3% 18% G	- -	1 1% 5%	3 2% 14%	5 2% 22%	2 1% 10%	2 1% 8%	18 1% 81%	4 1% 19%
A FIXED BROADBAND SERVICE THROUGH A PHONE LINE OR CABLE SERVICE INTO THE HOME	37 2% 100%	1 2%	- -	1 1%	5 3% 14%	- -	6 4% 15% ACG K	1 1% 3%	- -	4 2% 12%	14 6% 37% ABC GHK	2 1% 6%	3 2% 10%	35 3% 94% N	2 * 6%
NO, NONE OF THESE	1688 88% 100%	138 8% 85%	76 5% 95% AF J	192 11% 90% FJ	130 8% 80%	52 3% 98% AFJ	112 7% 81%	152 9% 92% FJ	91 5% 98% ACFJ K	161 10% 90% FJ	196 12% 82%	232 14% 89% FJ	156 9% 95% AFJ	1327 96% 79% N	361 68% 21%
DON'T HAVE FIXED LANDLINE/BROADBAND	176 9% 100%	24 15% 14% BEH IL	3 4% 2%	20 9% 11% HL	26 16% 15%	1 2% 1% 1%	20 14% 11% BEH IL	13 8% 7% HL	1 1% 1%	12 7% 7%	27 11% 15% HL	24 9% 14% HL	5 3% 3%	13 1% 8%	163 31% 92% M

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

**Q.1B HAS SOMEBODY OR A COMPANY ATTEMPTED TO SWITCH YOUR LANDLINE PHONE OR BROADBAND SERVICES TO ANOTHER SUPPLIER
 IN THE PAST 12 MONTHS WITHOUT THE CONSENT OR KNOWLEDGE OF ANYONE IN THE HOUSEHOLD?
 WHICH SERVICES DID THEY ATTEMPT TO SWITCH TO ANOTHER SUPPLIER WITHOUT CONSENT IN THE LAST 12 MONTHS? (SHOWCARD)**

BASE : ALL ADULTS WHO HAVE FIXED LANDLINE/BROADBAND AND NO EXPERIENCE OF SLAMMING

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	1693 100%	823 49%	870 51%	190 11%	280 17%	305 18%	278 16%	249 15%	391 23%	424 25%	475 28%	332 20%	462 27%	1050 62%	386 23%	257 15%	611 36%	258 15%	824 49%
WEIGHTED TOTAL	1688 100%	822 49%	866 51%	233 14%	259 15%	317 19%	287 17%	248 15%	345 20%	363 22%	528 31%	369 22%	428 25%	1025 61%	421 25%	242 14%	696 41%	305 18%	687 41%
EFFECTIVE BASE	1474	734	741	167	248	270	248	217	339	372	417	292	414	917	333	230	552	227	731
A FIXED LINE PHONE SERVICE FOR MAKING AND RECEIVING CALLS	14 1% 100%	3 *	10 1%	5 2%	1 *	3 1%	- -	1 1%	4 1%	5 1%	4 1%	1 *	4 1%	8 1%	5 1%	1 *	5 1%	3 1%	6 1%
		24%	76%	37% F	8%	20%	-	9%	26%	38%	29%	5%	28%	58%	37%	5%	35%	22%	43%
A FIXED BROADBAND SERVICE THROUGH A PHONE LINE OR CABLE SERVICE INTO THE HOME	7 * 100%	2 *	5 1%	4 2%	1 *	* *	- -	- -	2 1%	1 *	3 *	- -	4 1%	3 *	4 1%	- -	3 *	- -	4 1%
		32%	68%	56%	7%	7%	-	-	30%	7%	35%	-	58%	44%	56%	-	38%	-	62%
NO, NONE OF THESE	1673 99% 100%	819 49%	854 51%	228 14%	257 15%	314 19%	287 17%	246 15%	340 20%	358 21%	524 31%	368 22%	423 25%	1016 61%	416 25%	241 14%	691 41%	302 18%	680 41%

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

**Q.1B HAS SOMEBODY OR A COMPANY ATTEMPTED TO SWITCH YOUR LANDLINE PHONE OR BROADBAND SERVICES TO ANOTHER SUPPLIER
 IN THE PAST 12 MONTHS WITHOUT THE CONSENT OR KNOWLEDGE OF ANYONE IN THE HOUSEHOLD?
 WHICH SERVICES DID THEY ATTEMPT TO SWITCH TO ANOTHER SUPPLIER WITHOUT CONSENT IN THE LAST 12 MONTHS? (SHOWCARD)**

BASE : ALL ADULTS WHO HAVE FIXED LANDLINE/BROADBAND AND NO EXPERIENCE OF SLAMMING

TOTAL	REGION (GOR)												HOME FIXED BROADBAND	
	SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
1693 100%	116 7%	94 6%	220 13%	128 8%	47 3%	105 6%	188 11%	80 5%	169 10%	161 10%	206 12%	179 11%	1313 78%	380 22%
1688 100%	138* 8%	76* 5%	192 11%	130 8%	52* 3%	112* 7%	152 9%	91* 5%	161 10%	196 12%	232 14%	156 9%	1327 79%	361 21%
1474	96	88	192	119	44	97	176	69	150	146	177	157	1142	333
14 1% 100%	- - -	- - -	- - -	3 2% 19%	- - -	2 2% 13%	1 * 4%	- - -	1 1% 9%	5 2% 33% K	- - -	3 2% 22% K	12 1% 90%	1 * 10%
7 * 100%	- - -	- - -	- - -	2 1% 22%	- - -	1 1% 14%	- - -	- - -	* * 7%	3 2% 42%	- - -	1 1% 15%	6 * 86%	1 * 14%
1673 99% 100%	138 100% 8%	76 100% 5%	192 100% 11%	127 98% 8%	52 100% 3%	109 98% 7%	152 100% 9%	91 100% 5%	159 99% 10%	191 98% 11%	232 100% 14%	153 98% 9%	1315 99% 79%	358 99% 21%
			F								FJL			

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.2 DID THIS RESULT IN ANY ADDITIONAL FINANCIAL COSTS FOR YOU?

BASE : ALL WHO HAVE EXPERIENCED A SLAM

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	44 100%	21 48%	23 52%	8 18%	10 23%	9 20%	4 9%	9 20%	4 9%	9 20%	15 34%	7 16%	13 30%	25 57%	15 34%	4 9%	19 43%	5 11%	20 45%
WEIGHTED TOTAL	48 100%	25** 52%	23** 48%	11** 24%	10** 21%	10** 21%	4** 7%	10** 20%	3** 7%	8** 17%	18** 39%	8** 16%	13** 28%	24** 51%	20** 42%	4** 8%	24** 51%	5** 11%	18** 38%
EFFECTIVE BASE	39	19	20	8	9	8	3	8	3	8	14	7	11	22	14	3	18	5	17
YES	8 17% 100%	4 17% 51%	4 17% 49%	- - -	2 23% 29%	4 38% 47%	1 37% 16%	- - -	1 19% 8%	2 21% 21%	2 9% 22%	4 45% 44%	1 8% 13%	5 23% 68%	3 13% 32%	- - -	5 21% 63%	- - -	3 16% 37%
NO	34 72% 100%	19 76% 54%	16 68% 46%	10 89% 29%	5 53% 15%	5 47% 13%	2 63% 6%	10 100% 28%	3 81% 7%	6 79% 18%	13 72% 39%	4 55% 12%	10 78% 30%	18 75% 53%	13 64% 37%	4 100% 11%	16 65% 46%	5 89% 13%	14 77% 41%
DON'T KNOW	5 11% 100%	2 8% 36%	3 15% 64%	1 11% 24%	2 24% 46%	2 15% 29%	- - -	- - -	- - -	- - -	3 18% 65%	- - -	2 14% 35%	1 2% 11%	5 23% 89%	- - -	3 14% 65%	1 11% 11%	1 7% 24%

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.2 DID THIS RESULT IN ANY ADDITIONAL FINANCIAL COSTS FOR YOU?

BASE : ALL WHO HAVE EXPERIENCED A SLAM

TOTAL	REGION (GOR)												HOME FIXED BROADBAND	
	SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
44 100%	1 2%	1 2%	3 7%	6 14%	- -	7 16%	1 2%	1 2%	5 11%	12 27%	3 7%	4 9%	39 89%	5 11%
48 100%	1** 1%	1** 2%	3** 5%	6* 14%	-** -	6** 13%	1** 2%	1** 3%	5** 10%	16** 34%	4** 7%	3** 7%	42* 89%	5** 11%
39	1	1	3	6	-	6	1	1	4	11	3	3	34	5
8 17% 100%	- - -	1 100% 13%	- - -	1 11% 9%	- - -	- - -	- - -	- - -	2 35% 22%	2 14% 28%	1 37% 16%	1 29% 13%	6 14% 73%	2 41% 27%
34 72% 100%	1 100% 2%	- - -	3 100% 8%	6 89% 17%	- - -	6 100% 19%	1 100% 3%	1 100% 3%	3 54% 8%	9 58% 27%	2 63% 7%	2 71% 7%	31 74% 91%	3 59% 9%
5 11% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 11% 11%	5 29% 89%	- - -	- - -	5 12% 100%	- - -

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.3 HOW MUCH EXTRA, IN TOTAL, DID YOU SPEND?

BASE : ALL WHO HAD ADDITIONAL COSTS

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	9 100%	4 44%	5 56%	-	3 33%	4 44%	1 11%	-	1 11%	2 22%	2 22%	3 33%	2 22%	6 67%	3 33%	-	4 44%	-	5 56%
WEIGHTED TOTAL	8 100%	4** 51%	4** 49%	..** ..	2** 29%	4** 47%	1** 16%	..** ..	1** 8%	2** 21%	2** 22%	4** 44%	1** 13%	5** 68%	3** 32%	..** ..	5** 63%	..** ..	3** 37%
EFFECTIVE BASE	8	4	4	-	3	3	1	-	1	2	2	3	2	5	3	-	4	-	5
UP TO \$9	2 25% 100%	1 32% 66%	1 17% 34%	-	-	1 18% 34%	1 100% 66%	-	-	-	1 39% 34%	1 37% 66%	-	1 13% 34%	1 51% 66%	-	1 26% 66%	-	1 23% 34%
\$10 TO \$19	1 13% 100%	-	1 27% 100%	-	1 27% 60%	1 11% 40%	-	-	-	-	-	1 18% 60%	1 40% 40%	1 19% 100%	-	-	-	-	1 35% 100%
\$20 - \$29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$30 - \$39	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$40 - \$49	1 13% 100%	1 26% 100%	-	-	1 46% 100%	-	-	-	-	-	1 61% 100%	-	-	1 19% 100%	-	-	1 21% 100%	-	-
\$50 - \$59	2 21% 100%	2 42% 100%	-	-	1 29% 64%	-	-	1 100% 36%	-	2 100% 100%	-	-	-	1 20% 64%	1 24% 36%	-	1 22% 64%	-	1 21% 36%
\$60 OR MORE	2 20% 100%	-	2 40% 100%	-	-	2 42% 100%	-	-	-	-	-	2 45% 100%	-	2 29% 100%	-	-	2 31% 100%	-	-
DON'T KNOW	1 8% 100%	-	1 16% 100%	-	1 27% 100%	-	-	-	-	-	-	-	1 60% 100%	-	1 25% 100%	-	-	-	1 21% 100%

NOP/421829 - PREPARED FOR OFCOM

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H - I/J/K/L - M/N/O - P/Q/R

* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



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SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.3 HOW MUCH EXTRA, IN TOTAL, DID YOU SPEND?

BASE : ALL WHO HAD ADDITIONAL COSTS

	TOTAL	REGION (GOR)												HOME FIXED BROADBAND	
		SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
UNWEIGHTED TOTAL	9 100%	-	1 11%	-	1 11%	-	-	-	-	2 22%	2 22%	1 11%	2 22%	7 78%	2 22%
WEIGHTED TOTAL	8 100%	-**	1** 13%	-**	1* 9%	-**	-**	-**	-**	2** 22%	2** 28%	1** 16%	1** 13%	6** 73%	2** 27%
EFFECTIVE BASE	8	-	1	-	1	-	-	-	-	2	2	1	2	6	2
UP TO £9	2 25% 100%	-	-	-	1 100% 34%	-	-	-	-	-	-	1 100% 66%	-	2 34% 100%	-
£10 TO £19	1 13% 100%	-	-	-	-	-	-	-	-	1 37% 60%	-	-	* 41% 40%	1 18% 100%	-
£20 - £29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£30 - £39	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49	1 13% 100%	-	1 100% 100%	-	-	-	-	-	-	-	-	-	-	-	1 49% 100%
£50 - £59	2 21% 100%	-	-	-	-	-	-	-	-	1 63% 64%	-	-	1 59% 36%	1 10% 36%	1 51% 64%
£60 OR MORE	2 20% 100%	-	-	-	-	-	-	-	-	-	2 72% 100%	-	-	2 27% 100%	-
DON'T KNOW	1 8% 100%	-	-	-	-	-	-	-	-	-	1 28% 100%	-	-	1 11% 100%	-

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.4 DID YOU RECEIVE ANY FINANCIAL COMPENSATION FROM ANY OF THE SUPPLIERS INVOLVED?

BASE : ALL WHO HAD ADDITIONAL COSTS

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	9 100%	4 44%	5 56%	- -	3 33%	4 44%	1 11%	- -	1 11%	2 22%	2 22%	3 33%	2 22%	6 67%	3 33%	- -	4 44%	- -	5 56%
WEIGHTED TOTAL	8 100%	4** 51%	4** 49%	-** ..	2** 29%	4** 47%	1** 16%	-** ..	1** 8%	2** 21%	2** 22%	4** 44%	1** 13%	5** 68%	3** 32%	-** ..	5** 63%	-** ..	3** 37%
EFFECTIVE BASE	8	4	4	-	3	3	1	-	1	2	2	3	2	5	3	-	4	-	5
YES	2 21% 100%	2 42% 100%	- - -	- - -	- - -	1 29% 64%	- - -	- - -	1 100% 36%	2 100% 100%	- - -	- - -	- - -	1 20% 64%	1 24% 36%	- - -	1 22% 64%	- - -	1 21% 36%
NO	6 71% 100%	2 58% 42%	3 84% 58%	- - -	2 73% 30%	3 71% 47%	1 100% 23%	- - -	- - -	- - -	2 100% 31%	4 100% 62%	* 40% 7%	4 80% 77%	1 51% 23%	- - -	4 78% 69%	- - -	2 58% 31%
DON'T KNOW	1 8% 100%	- - -	1 16% 100%	- - -	1 27% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 60% 100%	- - -	1 25% 100%	- - -	- - -	- - -	1 21% 100%

NOP/421829 - PREPARED FOR OFCOM

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H - I/J/K/L - M/N/O - P/Q/R

* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.4 DID YOU RECEIVE ANY FINANCIAL COMPENSATION FROM ANY OF THE SUPPLIERS INVOLVED?

BASE : ALL WHO HAD ADDITIONAL COSTS

	TOTAL	REGION (GOR)												HOME FIXED BROADBAND	
		SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
UNWEIGHTED TOTAL	9 100%	-	1 11%	-	1 11%	-	-	-	-	2 22%	2 22%	1 11%	2 22%	7 78%	2 22%
WEIGHTED TOTAL	8 100%	-**	1** 13%	-**	1* 9%	-**	-**	-**	-**	2** 22%	2** 28%	1** 16%	1** 13%	6** 73%	2** 27%
EFFECTIVE BASE	8	-	1	-	1	-	-	-	-	2	2	1	2	6	2
YES	2 21% 100%	-	-	-	-	-	-	-	-	1 63% 64%	-	-	1 59% 36%	1 10% 36%	1 51% 64%
NO	6 71% 100%	-	1 100% 19%	-	1 100% 12%	-	-	-	-	1 37% 11%	2 72% 28%	1 100% 23%	* 41% 7%	5 79% 81%	1 49% 19%
DON'T KNOW	1 8% 100%	-	-	-	-	-	-	-	-	-	1 28% 100%	-	-	1 11% 100%	-

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.5 HOW MUCH COMPENSATION DID YOU RECEIVE?

BASE : ALL WHO RECEIVED COMPENSATION

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	2 100%	2 100%	-	-	-	1 50%	-	-	1 50%	2 100%	-	-	-	1 50%	1 50%	-	1 50%	-	1 50%
WEIGHTED TOTAL	2 100%	2** 100%	-**	1** 64%	1** 36%	2** 100%	1** 64%	1** 36%	..	1** 64%	..	1** 36%
EFFECTIVE BASE	2	2	-	-	-	1	-	-	1	2	-	-	-	1	1	-	1	-	1
UP TO \$9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$10 TO \$19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$20 - \$29	1 64% 100%	1 64% 100%	-	-	-	1 100%	-	-	-	1 64% 100%	-	-	-	1 100% 100%	-	-	1 100% 100%	-	-
\$30 - \$39	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$40 - \$49	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$50 - \$59	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$60 OR MORE	1 36% 100%	1 36% 100%	-	-	-	-	-	-	1 100%	1 36% 100%	-	-	-	-	1 100% 100%	-	-	-	1 100% 100%
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

NOP/421829 - PREPARED FOR OFCOM

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H - I/J/K/L - M/N/O - P/Q/R

* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.5 HOW MUCH COMPENSATION DID YOU RECEIVE?

BASE : ALL WHO RECEIVED COMPENSATION

TOTAL	REGION (GOR)												HOME FIXED BROADBAND	
	SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
2 100%	-	-	-	-	-	-	-	-	1 50%	-	-	1 50%	1 50%	1 50%
2 100%	1** 64%	1** 36%	1** 36%	1** 64%
2	-	-	-	-	-	-	-	-	1	-	-	1	1	1
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 64% 100%	-	-	-	-	-	-	-	-	1 100% 100%	-	-	-	-	1 100% 100%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 36% 100%	-	-	-	-	-	-	-	-	-	-	-	1 100% 100%	1 100% 100%	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.6 IN TOTAL, HOW MUCH OF YOUR OWN TIME DID YOU AND ANY OTHER MEMBERS OF YOUR HOUSEHOLD SPEND DEALING WITH THE (ATTEMPTED) UNAUTHORISED SWITCHING?
PLEASE INCLUDE ONLY THE TIME SPENT ACTIVELY DEALING WITH THE ISSUE.

BASE : ALL WHO HAVE EXPERIENCE OF SLAMMING

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	58 100%	24 41%	34 59%	12 21%	12 21%	12 21%	4 7%	10 17%	8 14%	14 24%	18 31%	8 14%	18 31%	34 59%	19 33%	5 9%	23 40%	7 12%	28 48%
WEIGHTED TOTAL	62 100%	28** 45%	34** 55%	16** 26%	11** 18%	13** 20%	4** 6%	11** 18%	8** 13%	13** 21%	23** 36%	8** 14%	18** 29%	33** 53%	25** 40%	4** 7%	29** 46%	8** 13%	25** 40%
EFFECTIVE BASE	52	22	29	12	10	11	3	9	7	12	17	7	15	30	18	4	22	6	24
UP TO 15 MINUTES	12 20% 100%	3 10% 24%	9 27% 76%	3 16% 22%	1 5% 5%	3 22% 22%	- - -	4 41% 36%	2 24% 15%	4 27% 29%	4 18% 34%	2 22% 15%	3 15% 22%	7 22% 58%	3 11% 22%	2 57% 20%	8 28% 65%	1 15% 10%	3 12% 25%
16 TO 29 MINUTES	6 10% 100%	1 3% 14%	5 16% 86%	1 8% 22%	- - -	- - -	- - -	2 19% 34%	3 36% 45%	2 13% 29%	3 11% 41%	- - -	2 10% 30%	4 11% 59%	3 10% 41%	- - -	2 7% 34%	2 22% 29%	2 9% 38%
30 MINUTES TO 59 MINUTES	6 9% 100%	5 17% 83%	1 3% 17%	1 8% 24%	1 9% 17%	2 18% 41%	- - -	1 9% 18%	- - -	2 18% 43%	2 10% 40%	- - -	1 5% 17%	4 13% 76%	1 5% 24%	- - -	4 13% 65%	1 12% 17%	1 4% 18%
1 HOUR TO 1 HOUR 59 MINUTES	3 4% 100%	2 6% 61%	1 3% 39%	2 10% 61%	1 6% 23%	* 3% 15%	- - -	- - -	- - -	- - -	- - -	1 7% 23%	2 11% 77%	1 3% 39%	2 7% 61%	- - -	2 6% 61%	- - -	1 4% 39%
2 HOURS TO 2 HOURS 59 MINUTES	1 2% 100%	1 5% 100%	- - -	- - -	- - -	- - -	1 37% 100%	- - -	- - -	- - -	- - -	1 15% 100%	- - -	- - -	1 5% 100%	- - -	1 4% 100%	- - -	- - -
3 HOURS TO 4 HOURS 59 MINUTES	2 3% 100%	2 6% 100%	- - -	- - -	1 9% 63%	- - -	- - -	- - -	1 8% 37%	1 5% 37%	1 5% 63%	- - -	- - -	1 3% 63%	1 2% 37%	- - -	1 4% 63%	- - -	1 2% 37%
5 HOURS TO 9 HOURS 59 MINUTES	2 4% 100%	- - -	2 7% 100%	- - -	- - -	2 18% 100%	- - -	- - -	- - -	- - -	1 3% 30%	2 19% 70%	- - -	2 7% 100%	- - -	- - -	2 5% 70%	- - -	1 3% 30%
10 HOURS OR MORE	1 1% 100%	- - -	1 1% 100%	- - -	- - -	- - -	1 14% 100%	- - -	- - -	- - -	- - -	- - -	1 3% 100%	- - -	- - -	1 11% 100%	- - -	- - -	1 2% 100%
DON'T KNOW	30 48% 100%	15 53% 50%	15 43% 50%	9 57% 32%	8 71% 26%	5 39% 17%	2 49% 6%	3 31% 11%	3 33% 9%	5 37% 16%	12 53% 40%	3 37% 11%	10 55% 33%	14 41% 46%	15 59% 50%	1 31% 5%	10 33% 32%	4 51% 14%	16 63% 54%

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

**Q.6 IN TOTAL, HOW MUCH OF YOUR OWN TIME DID YOU AND ANY OTHER MEMBERS OF YOUR HOUSEHOLD SPEND
DEALING WITH THE (ATTEMPTED) UNAUTHORISED SWITCHING?
PLEASE INCLUDE ONLY THE TIME SPENT ACTIVELY DEALING WITH THE ISSUE.**

BASE : ALL WHO HAVE EXPERIENCE OF SLAMMING

	TOTAL	REGION (GOR)											HOME FIXED BROADBAND		
		SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
UNWEIGHTED TOTAL	58 100%	1 2%	1 2%	3 5%	8 14%	-	9 16%	2 3%	1 2%	7 12%	16 28%	3 5%	7 12%	50 86%	8 14%
WEIGHTED TOTAL	62 100%	1** 2%	1** 2%	3** 4%	9* 15%	1** 2%	9** 15%	2** 3%	1** 2%	6** 10%	21** 33%	4** 6%	7** 10%	55* 88%	8** 12%
EFFECTIVE BASE	52	1	1	3	8	-	8	2	1	6	15	3	6	44	8
UP TO 15 MINUTES	12 20% 100%	1 100% 5%	- - -	- - -	3 29% 22%	- - -	1 16% 12%	1 38% 5%	- - -	1 20% 10%	3 13% 22%	- - -	3 47% 25%	11 20% 88%	1 19% 12%
16 TO 29 MINUTES	6 10% 100%	- - -	- - -	2 81% 34%	- - -	- - -	3 30% 45%	- - -	- - -	- - -	1 6% 22%	- - -	- - -	5 10% 84%	1 13% 16%
30 MINUTES TO 59 MINUTES	6 9% 100%	- - -	- - -	- - -	1 13% 22%	- - -	- - -	- - -	- - -	2 34% 37%	- - -	1 29% 18%	1 20% 24%	4 7% 63%	2 27% 37%
1 HOUR TO 1 HOUR 59 MINUTES	3 4% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	2 37% 85%	- - -	- - -	* 6% 15%	3 5% 100%	- - -
2 HOURS TO 2 HOURS 59 MINUTES	1 2% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 37% 100%	- - -	1 2% 100%	- - -
3 HOURS TO 4 HOURS 59 MINUTES	2 3% 100%	- - -	1 100% 63%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 9% 37%	1 1% 37%	1 14% 63%
5 HOURS TO 9 HOURS 59 MINUTES	2 4% 100%	- - -	- - -	- - -	1 7% 30%	- - -	- - -	- - -	- - -	- - -	2 8% 70%	- - -	- - -	2 4% 100%	- - -
10 HOURS OR MORE	1 1% 100%	- - -	- - -	1 19% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -
DON'T KNOW	30 48% 100%	- - -	- - -	- - -	5 50% 15%	- - -	5 54% 17%	1 62% 3%	1 100% 4%	1 9% 2%	15 73% 51%	1 35% 4%	1 17% 4%	28 51% 93%	2 28% 7%

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.7 THINKING ABOUT YOUR EXPERIENCE OF UNAUTHORIZED SWITCHING, DID YOU EXPERIENCE ANY OF THE FOLLOWING? (SHOWCARD)

BASE : ALL WHO HAVE EXPERIENCED A SLAM

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	44 100%	21 48%	23 52%	8 18%	10 23%	9 20%	4 9%	9 20%	4 9%	9 20%	15 34%	7 16%	13 30%	25 57%	15 34%	4 9%	19 43%	5 11%	20 45%
WEIGHTED TOTAL	48 100%	25** 52%	23** 48%	11** 24%	10** 21%	10** 21%	4** 7%	10** 20%	3** 7%	8** 17%	18** 39%	8** 16%	13** 28%	24** 51%	20** 42%	4** 8%	24** 51%	5** 11%	18** 38%
EFFECTIVE BASE	39	19	20	8	9	8	3	8	3	8	14	7	11	22	14	3	18	5	17
YOU RECEIVED A 'WELCOME' LETTER FROM ANOTHER TELEPHONE OR INTERNET COMPANY THAT WAS ADDRESSED TO SOMEONE ELSE	7 15% 100%	6 23% 78%	2 7% 22%	3 24% 37%	- - -	2 15% 21%	1 37% 18%	1 12% 16%	1 19% 8%	3 38% 42%	1 7% 18%	2 31% 34%	* 3% 6%	2 6% 21%	5 23% 63%	1 32% 16%	5 20% 67%	- - -	2 13% 33%
YOUR PHONE NUMBER WAS CHANGED	* 1% 100%	- - -	* 2% 100%	- - -	- - -	* 4% 100%	- - -	- - -	- - -	- - -	- - -	- - -	* 3% 100%	* 2% 100%	- - -	- - -	- - -	- - -	* 2% 100%
LOSS OF HOME BROADBAND SERVICE	5 11% 100%	3 13% 61%	2 9% 39%	2 15% 30%	2 20% 38%	1 11% 20%	- 6% -	1 6% 11%	- -	1 8% 11%	2 9% 32%	- -	3 23% 56%	3 13% 58%	2 8% 30%	1 17% 11%	3 14% 61%	1 19% 18%	1 6% 20%
NONE OF THESE	17 36% 100%	8 34% 48%	9 38% 52%	1 13% 9%	3 27% 16%	4 38% 22%	2 48% 10%	5 50% 28%	3 81% 15%	3 33% 16%	5 29% 32%	4 53% 24%	5 36% 28%	11 46% 65%	4 21% 24%	2 51% 11%	9 35% 50%	- - -	9 47% 50%
DON'T KNOW/CAN'T REMEMBER	18 38% 100%	7 30% 40%	11 48% 60%	5 49% 30%	5 52% 28%	4 40% 22%	1 15% 3%	3 32% 17%	- -	2 21% 9%	10 54% 55%	1 16% 7%	5 41% 29%	9 36% 48%	10 48% 52%	- -	7 31% 41%	4 81% 23%	7 36% 36%

NOP/421829 - PREPARED FOR OFCOM

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H - I/J/K/L - M/N/O - P/Q/R

* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.7 THINKING ABOUT YOUR EXPERIENCE OF UNAUTHORIZED SWITCHING, DID YOU EXPERIENCE ANY OF THE FOLLOWING? (SHOWCARD)

BASE : ALL WHO HAVE EXPERIENCED A SLAM

TOTAL	REGION (GOR)												HOME FIXED BROADBAND	
	SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
44 100%	1 2%	1 2%	3 7%	6 14%	- -	7 16%	1 2%	1 2%	5 11%	12 27%	3 7%	4 9%	39 89%	5 11%
48 100%	1** 1%	1** 2%	3** 5%	6* 14%	** -	6** 13%	1** 2%	1** 3%	5** 10%	16** 34%	4** 7%	3** 7%	42* 89%	5** 11%
39	1	1	3	6	-	6	1	1	4	11	3	3	34	5
7 15% 100%	- - -	- - -	- - -	1 21% 18%	- - -	- - -	- - -	- - -	1 22% 15%	- - -	1 37% 18%	3 100% 48%	6 15% 85%	1 21% 15%
* 1% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	* 12% 100%	* 1% 100%	- - -
5 11% 100%	1 100% 11%	1 100% 20%	- - -	1 11% 13%	- - -	- - -	- - -	- - -	3 54% 49%	- - -	- - -	* 12% 8%	3 8% 62%	2 39% 38%
17 36% 100%	- - -	- - -	3 100% 15%	2 29% 11%	- - -	2 36% 13%	1 100% 6%	1 100% 7%	1 13% 4%	6 40% 38%	1 29% 6%	- - -	15 35% 87%	2 41% 13%
18 38% 100%	- - -	- - -	- - -	3 40% 14%	- - -	4 64% 22%	- - -	- - -	1 11% 3%	10 60% 54%	1 35% 7%	- - -	18 43% 100%	- - -

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.8 IN TOTAL, FOR HOW LONG WERE YOU WITHOUT BROADBAND SERVICE AS A RESULT OF THE UNAUTHORISED SWITCHING?

BASE : ALL WHO LOST BROADBAND SERVICE

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	6 100%	3 50%	3 50%	1 17%	2 33%	2 33%	-	1 17%	-	1 17%	2 33%	-	3 50%	4 67%	1 17%	1 17%	3 50%	1 17%	2 33%
WEIGHTED TOTAL	5 100%	3** 61%	2** 39%	2** 30%	2** 38%	1** 20%	-** -	1** 11%	-** -	1** 11%	2** 32%	-** -	3** 56%	3** 58%	2** 30%	1** 11%	3** 61%	1** 18%	1** 20%
EFFECTIVE BASE	5	3	3	1	2	2	-	1	-	1	2	-	2	4	1	1	3	1	2
LESS THAN A DAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 DAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 DAYS	4 68% 100%	3 81% 73%	1 47% 27%	2 100% 45%	2 100% 55%	-	-	-	-	-	1 61% 29%	-	3 86% 71%	2 65% 55%	2 100% 45%	-	3 81% 73%	1 100% 27%	-
3 DAYS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-6 DAYS	1 11% 100%	1 19% 100%	-	-	-	-	-	1 100% 100%	-	1 100% 100%	-	-	-	-	-	1 100% 100%	1 19% 100%	-	-
7 DAYS TO LESS THAN 2 WEEKS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - 4 WEEKS	1 13% 100%	-	1 33% 100%	-	-	1 62% 100%	-	-	-	-	1 39% 100%	-	-	1 22% 100%	-	-	-	-	1 62% 100%
MORE THAN 4 WEEKS	* 8% 100%	-	* 20% 100%	-	-	* 38% 100%	-	-	-	-	-	-	*14% 100%	*13% 100%	-	-	-	-	*38% 100%
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.8 IN TOTAL, FOR HOW LONG WERE YOU WITHOUT BROADBAND SERVICE AS A RESULT OF THE UNAUTHORISED SWITCHING?

BASE : ALL WHO LOST BROADBAND SERVICE

	TOTAL	REGION (GOR)												HOME FIXED BROADBAND	
		SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
UNWEIGHTED TOTAL	6 100%	1 17%	1 17%	-	1 17%	-	-	-	-	2 33%	-	-	1 17%	4 67%	2 33%
WEIGHTED TOTAL	5 100%	1** 11%	1** 20%	-** 0%	1* 13%	-** 0%	-** 0%	-** 0%	-** 0%	3** 49%	-** 0%	-** 0%	*** 8%	3** 62%	2** 38%
EFFECTIVE BASE	5	1	1	-	1	-	-	-	-	2	-	-	1	3	2
LESS THAN A DAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 DAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 DAYS	4 68% 100%	-	1 100% 29%	-	-	-	-	-	-	3 100% 71%	-	-	-	2 49% 45%	2 100% 55%
3 DAYS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-6 DAYS	1 11% 100%	1 100% 100%	-	-	-	-	-	-	-	-	-	-	-	1 18% 100%	-
7 DAYS TO LESS THAN 2 WEEKS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - 4 WEEKS	1 13% 100%	-	-	-	1 100% 100%	-	-	-	-	-	-	-	-	1 20% 100%	-
MORE THAN 4 WEEKS	* 8% 100%	-	-	-	-	-	-	-	-	-	-	-	* 100% 100%	* 12% 100%	-
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.9 AFTER THE UNAUTHORIZED SWITCHING DID YOU EVENTUALLY HAVE YOUR SERVICE RESTORED TO YOUR ORIGINAL PROVIDER?

BASE : ALL WHO HAVE EXPERIENCED A SLAM

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	MARR IED (M)	SINGLE (N)	WIDOW/ DIVRCD/ SEPRTD (O)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	44 100%	21 48%	23 52%	8 18%	10 23%	9 20%	4 9%	9 20%	4 9%	9 20%	15 34%	7 16%	13 30%	25 57%	15 34%	4 9%	19 43%	5 11%	20 45%
WEIGHTED TOTAL	48 100%	25** 52%	23** 48%	11** 24%	10** 21%	10** 21%	4** 7%	10** 20%	3** 7%	8** 17%	18** 39%	8** 16%	13** 28%	24** 51%	20** 42%	4** 8%	24** 51%	5** 11%	18** 38%
EFFECTIVE BASE	39	19	20	8	9	8	3	8	3	8	14	7	11	22	14	3	18	5	17
YES	15 32% 100%	13 54% 86%	2 9% 14%	6 50% 37%	2 23% 15%	4 37% 24%	3 85% 20%	- - -	1 19% 4%	3 38% 20%	7 40% 48%	2 29% 15%	3 19% 17%	6 25% 39%	9 44% 58%	1 14% 3%	10 41% 64%	- - -	5 30% 36%
NO	21 44% 100%	8 33% 39%	13 55% 61%	3 26% 14%	6 62% 30%	4 38% 18%	- - -	7 75% 35%	1 21% 3%	3 34% 13%	9 51% 45%	4 55% 21%	4 33% 21%	9 39% 45%	10 48% 46%	2 49% 8%	12 49% 56%	1 19% 5%	8 44% 39%
STILL IN THE PROCESS OF DOING SO	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
DON'T KNOW	11 24% 100%	3 13% 28%	8 36% 72%	3 24% 24%	1 15% 13%	2 24% 21%	1 15% 5%	2 25% 21%	2 60% 17%	2 28% 20%	2 9% 15%	1 16% 11%	6 48% 55%	9 36% 75%	1 7% 13%	1 38% 12%	3 11% 23%	4 81% 37%	5 26% 41%

NOP/421829 - PREPARED FOR OFCOM

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H - I/J/K/L - M/N/O - P/Q/R

* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

SLAMMING
FIELDWORK DATES : 1ST - 6TH SEPTEMBER 2011

Q.9 AFTER THE UNAUTHORIZED SWITCHING DID YOU EVENTUALLY HAVE YOUR SERVICE RESTORED TO YOUR ORIGINAL PROVIDER?

BASE : ALL WHO HAVE EXPERIENCED A SLAM

TOTAL	REGION (GOR)												HOME FIXED BROADBAND	
	SCOT LAND (A)	NORTH EAST (B)	NORTH WEST (C)	YORKS& HUMBER (D)	ULSTER (E)	EAST MID LANDS (F)	WEST MID LANDS (G)	WALES (H)	EASTERN (I)	LONDON (J)	SOUTH EAST (K)	SOUTH WEST (L)	YES (M)	NO (N)
44 100%	1 2%	1 2%	3 7%	6 14%	- -	7 16%	1 2%	1 2%	5 11%	12 27%	3 7%	4 9%	39 89%	5 11%
48 100%	1** 1%	1** 2%	3** 5%	6* 14%	-** -	6** 13%	1** 2%	1** 3%	5** 10%	16** 34%	4** 7%	3** 7%	42* 89%	5** 11%
39	1	1	3	6	-	6	1	1	4	11	3	3	34	5
15 32% 100%	- - -	1 100% 7%	1 19% 3%	5 79% 34%	- - -	- - -	1 100% 7%	1 100% 8%	3 56% 18%	- - -	1 37% 9%	2 67% 15%	13 31% 86%	2 41% 14%
21 44% 100%	1 100% 3%	- - -	2 81% 10%	1 21% 6%	- - -	2 37% 12%	- - -	- - -	2 33% 8%	11 65% 51%	1 29% 5%	1 33% 6%	20 47% 95%	1 19% 5%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11 24% 100%	- - -	- - -	- - -	- - -	- - -	4 63% 35%	- - -	- - -	1 11% 5%	6 35% 50%	1 35% 11%	- - -	9 22% 81%	2 41% 19%