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●	2	2	QA1: Gender.	Base : All respondents	2009
●	3	3	QA2: Age.	Base : All respondents	2009
●	4	4	QA2: Age.	Base : All respondents	2009
●	5	5	QA3: Which of the following best describes your employment status?	Base : All respondents	2009
●	6	6	QA3: Which of the following best describes your employment status?	Base : All respondents	2009
●	7	7	QA4: Which of the following best describes the main income earner in your household?	Base : All respondents	2009
●	9	8	QA4: Which of the following best describes the main income earner in your household?	Base : All respondents	2009
●	10	9	QA5: Whereabouts in the UK do you live?	Base : All respondents	2009
●	12	10	QA5: Whereabouts in the UK do you live?	Base : All respondents	2009
●	14	11	QA6: Which of these best describes the main mobile phone package you personally use and pay for?	Base : All respondents	2009
●	15	12	QA6: Which of these best describes the main mobile phone package you personally use and pay for?	Base : All respondents	2009
●	16	13	QA7: Have you ever changed your mobile phone network provider?	Base : All who have mobile phone package they personally use and pay for	2009
	17	14	QA7: Have you ever changed your mobile phone network provider?	Base : All who have mobile phone package they personally use and pay for	2009
●	18	15	QA8 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services	Base : All respondents	2009
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●	23	20	QA8 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services	Base : All respondents	2009
●	24	21	QA9: When you switched, what type of mobile package did you switch from?	Base : All who switched in the last 18 months	2009
●	25	22	QA9: When you switched, what type of mobile package did you switch from?	Base : All who switched in the last 18 months	2009
●	26	23	QA10: And when you switched did you..?	Base : All who switched in the last 18 months	2009
●	27	24	QA10: And when you switched did you..?	Base : All who switched in the last 18 months	2009
●	28	25	QA11: You mentioned earlier that you got a new mobile number when you switched provider.	Base : All C&R switched in the last 18 months	758
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●	30	27	QA13: And ideally, what do you think you would want to do if you switched again?	Base : All who switched in the last 18 months	2009
●	31	28	QA13: And ideally, what do you think you would want to do if you switched again?	Base : All who switched in the last 18 months	2009
●	32	29	QA14: Which provider do you currently use for the main mobile phone package you personally use and pay for?	Base : All who switched in the last 18 months	2009
●	33	30	QA14: Which provider do you currently use for the main mobile phone package you personally use and pay for?	Base : All who switched in the last 18 months	2009
●	34	31	QA15: And which provider did you switch from when you most recently changed mobile phone network?	Base : All who switched in the last 18 months	2009
●	35	32	QA15: And which provider did you switch from when you most recently changed mobile phone network?	Base : All who switched in the last 18 months	2009
●	36	33	QA16: When you switched did you have another handset in working order that you could still use to make or receive calls or texts?	Base : All who switched in the last 18 months and moved to full contract from full contract, SIM only, or prepay	1022
	37	34	QA16: When you switched did you have another handset in working order that you could still use to make or receive calls or texts?	Base : All who switched in the last 18 months and moved to full contract from full contract, SIM only, or prepay	1022

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●	38	35	QB1: Thinking back to when you switched your mobile provider and kept your phone number, you would have needed to get a code	Base : All PAC switched in the last 18 months	1251
●	39	36	QB1: Thinking back to when you switched your mobile provider and kept your phone number, you would have needed to get a code	Base : All PAC switched in the last 18 months	1251
●	40	37	QB2: Thinking back to when you switched your mobile provider, did you at any point request a code (a PAC)	Base : All C&R switched in the last 18 months	758
●	41	38	QB2: Thinking back to when you switched your mobile provider, did you at any point request a code (a PAC)	Base : All C&R switched in the last 18 months	758
●	42	39	QB3: And at what point did you request a PAC from your previous mobile provider?	Base : All PAC switched and all C&R that requested a PAC	1355
●	43	40	QB3: And at what point did you request a PAC from your previous mobile provider?	Base : All PAC switched and all C&R that requested a PAC	1355
●	44	41	QB4A How did you contact your previous provider to request a PAC and cancel your service?	Base : All PAC switched and requested PAC and cancelled at the same time or don't recall	880
●	45	42	QB4A How did you contact your previous provider to request a PAC and cancel your service?	Base : All PAC switched and requested PAC and cancelled at the same time or don't recall	880
●	46	43	QB4B How did you contact your previous provider to request a PAC code?	Base : All PAC switched and requested PAC and cancelled at different times, only requested PAC, or C&R switched and requested a PAC	475
●	47	44	QB4B How did you contact your previous provider to request a PAC code?	Base : All PAC switched and requested PAC and cancelled at different times, only requested PAC, or C&R switched and requested a PAC	475
●	48	45	QB4A/B How did you contact your previous provider to request a PAC code?	Base : All PAC switched in the last 18 months	1251
●	49	46	QB4A/B How did you contact your previous provider to request a PAC code?	Base : All PAC switched in the last 18 months	1251
●	50	47	QB4C And how did you contact your previous provider to cancel?	Base : All PAC switched and requested PAC and cancelled at different times, or C&R switched	948
●	51	48	QB4C And how did you contact your previous provider to cancel?	Base : All PAC switched and requested PAC and cancelled at different times, or C&R switched	948
●	52	49	QB5A: How satisfied were you with [this method][these methods] of requesting a PAC?	Base : All requested a PAC	1355

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●	53	50	QB5A: How satisfied were you with [this method][these methods] of requesting a PAC?	Base : All requested a PAC	1355
●	54	51	QB6A: What, if anything, was there about [this method][these methods] of requesting a PAC that you liked?	Base : All requested a PAC	1355
●	56	52	QB6A: What, if anything, was there about [this method][these methods] of requesting a PAC that you liked?	Base : All requested a PAC	1355
	58	53	QB6A: What, if anything, was there about [this method][these methods] of requesting a PAC that you liked?	Base : All requested a PAC	1355
●	60	54	QB6B: What, if anything, was there about [this method][these methods] of requesting a PAC that you did not like?	Base : All requested a PAC	1355
●	62	55	QB6B: What, if anything, was there about [this method][these methods] of requesting a PAC that you did not like?	Base : All requested a PAC	1355
	64	56	QB6B: What, if anything, was there about [this method][these methods] of requesting a PAC that you did not like?	Base : All requested a PAC	1355
●	66	57	QB5B: How satisfied were you with [this method][these methods] of cancelling your service?	Base : All cancelled	1828
●	67	58	QB5B: How satisfied were you with [this method][these methods] of cancelling your service?	Base : All cancelled	1828
●	68	59	QB6C: What, if anything, was there about [this method][these methods] of cancelling your service that you liked?	Base : All cancelled	1828
●	70	60	QB6C: What, if anything, was there about [this method][these methods] of cancelling your service that you liked?	Base : All cancelled	1828
	72	61	QB6C: What, if anything, was there about [this method][these methods] of cancelling your service that you liked?	Base : All cancelled	1828
●	74	62	QB6D: What, if anything, was there about [this method][these methods] of cancelling your service that you did not like?	Base : All cancelled	1828
●	76	63	QB6D: What, if anything, was there about [this method][these methods] of cancelling your service that you did not like?	Base : All cancelled	1828
	78	64	QB6D: What, if anything, was there about [this method][these methods] of cancelling your service that you did not like?	Base : All cancelled	1828

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●	80	65	QB7: Did you have contact with your previous provider more than once [to request your PAC and cancel your service][to request your PAC][to cancel your service]?	Base : All who switched in the last 18 months	2009
●	81	66	QB7: Did you have contact with your previous provider more than once [to request your PAC and cancel your service][to request your PAC][to cancel your service]?	Base : All who switched in the last 18 months	2009
●	82	67	QB8: Did you and your previous provider talk about anything else when you [requested your PAC and cancelled your service][requested your PAC][cancelled your service]?	Base : All who switched in the last 18 months	2009
●	83	68	QB8: Did you and your previous provider talk about anything else when you [requested your PAC and cancelled your service][requested your PAC][cancelled your service]?	Base : All who switched in the last 18 months	2009
●	84	69	QB9 What else did you talk about?	Base : All who talked about something else	454
●	85	70	QB9 What else did you talk about?	Base : All who talked about something else	454
●	86	71	QB10: How did you contact your new provider to sign up for your new service? If you tried to sign up via more than one method, then please select the final one you used.	Base : All who switched in the last 18 months	2009
●	87	72	QB10: How did you contact your new provider to sign up for your new service? If you tried to sign up via more than one method, then please select the final one you used.	Base : All who switched in the last 18 months	2009
●	88	73	QC1: How likely would you be to request your PAC via a free text message rather than the way you requested it last time you switched?	Base : All PAC switched in the last 18 months	1251
●	89	74	QC1: How likely would you be to request your PAC via a free text message rather than the way you requested it last time you switched?	Base : All PAC switched in the last 18 months	1251
●	90	75	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107
●	91	76	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107
●	92	77	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107
●	93	78	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107

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●	94	79	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107
●	95	80	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107
●	96	81	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107
●	97	82	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107
●	98	83	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107
●	99	84	QC3A: You said you [would][might] request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1107
●	100	85	QC3B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS at all price options	301
	101	86	QC3B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS at all price options	301
●	102	87	QC3E: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1164
●	103	88	QC3E: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1164
●	104	89	QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS and would/might have still contacted previous provider	779
●	106	90	QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS and would/might have still contacted previous provider	779
●	108	91	QC3G: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1164
●	109	92	QC3G: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1164

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●	110	93	QC4: How likely would you be to request your PAC online rather than [texting a free number][the way you requested your PAC last time you switched]?	Base : All PAC switched in the last 18 months	1251
	111	94	QC4: How likely would you be to request your PAC online rather than [texting a free number][the way you requested your PAC last time you switched]?	Base : All PAC switched in the last 18 months	1251
●	112	95	QC4: How likely would you be to request your PAC online rather than texting a free number?	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1164
	113	96	QC4: How likely would you be to request your PAC online rather than texting a free number?	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS	1164
	114	97	QC4: How likely would you be to request your PAC online rather than the way you requested your PAC last time you switched?	Base : All PAC switched in the last 18 months and wouldn't take up Auto-Switch SMS	87
	115	98	QC4: How likely would you be to request your PAC online rather than the way you requested your PAC last time you switched?	Base : All PAC switched in the last 18 months and wouldn't take up Auto-Switch SMS	87
●	116	99	QC4: How likely would you be to request your PAC online rather than the way you requested your PAC last time you switched?	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	973
	117	100	QC4: How likely would you be to request your PAC online rather than the way you requested your PAC last time you switched?	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	973
●	118	101	QC1/QC4: How likely would you be to request your PAC via a free text message/online rather than the way you requested it last time you switched?	Base : All PAC switched in the last 18 months	1251
●	119	102	QC1/QC4: How likely would you be to request your PAC via a free text message/online rather than the way you requested it last time you switched?	Base : All PAC switched in the last 18 months	1251
●	120	103	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149
●	121	104	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149
●	122	105	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149
●	123	106	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149

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●	124	107	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149
●	125	108	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149
●	126	109	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149
●	127	110	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149
●	128	111	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149
●	129	112	QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1149
●	130	113	QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS/online at all price options	326
	131	114	QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS/online at all price options	326
●	132	115	QC3E/C7: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1209
●	133	116	QC3E/C7: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1209
●	134	117	QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS or Auto-Switch Online and would/might have still contacted previous provider	813

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●	138	119	QC3G/QC9: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1209
●	139	120	QC3G/QC9: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online	1209
●	140	121	QD1: How likely would you be to use this method, rather than the way you switched last time you switched?	Base : All PAC Switched in the last 18 months	1251
●	141	122	QD1: How likely would you be to use this method, rather than the way you switched last time you switched?	Base : All PAC Switched in the last 18 months	1251
●	142	123	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065
●	143	124	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065
●	144	125	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065
●	145	126	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065
●	146	127	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065
●	147	128	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065
●	148	129	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065
●	149	130	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065
●	150	131	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065

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●	151	132	QD3A: You said you [would][might] use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would/might take up GPL	1065
●	152	133	QD3B: You said you would not use this method of switching if there was a 50p charge. Why do you say this?	Base : All PAC would not take up GPL at all price options	254
	153	134	QD3B: You said you would not use this method of switching if there was a 50p charge. Why do you say this?	Base : All PAC would not take up GPL at all price options	254
●	154	135	QD4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would/might take up GPL	1100
●	155	136	QD4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would/might take up GPL	1100
●	156	137	QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider	698
●	158	138	QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider	698
●	160	139	QD6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking	Base : All PAC switched in the last 18 months and would/might take up GPL	1100
●	161	140	QD6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking	Base : All PAC switched in the last 18 months and would/might take up GPL	1100
●	162	141	QE1 Which of these would you be most likely to use?	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS/Online and GPL	1077
	163	142	QE1 Which of these would you be most likely to use?	Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS/Online and GPL	1077
●	164	143	QE1 Total (would/might).	Base : All PAC switched in the last 18 months	1251
●	165	144	QE1 Total (would/might).	Base : All PAC switched in the last 18 months	1251
●	166	145	QF1: If this code was available either by texting a free number or through your online account with your current provider,	Base : All C&R switched in the last 18 months	758

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●	167	146	QF1: If this code was available either by texting a free number or through your online account with your current provider,	Base : All C&R switched in the last 18 months	758
●	168	147	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
●	169	148	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
●	170	149	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
●	171	150	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
●	172	151	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
	173	152	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
●	174	153	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
●	175	154	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
●	176	155	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
●	177	156	QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	667
	178	157	QF3B You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All C&R would not take up Auto-Switch SMS/Online at all price options	134

	Page	Table	Title	Base Description	Base
	179	158	QF3B You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All C&R would not take up Auto-Switch SMS/Online at all price options	134
●	180	159	QF3E: Would you prefer to request a code by texting a free number or through your online account with your current provider?	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	691
	181	160	QF3E: Would you prefer to request a code by texting a free number or through your online account with your current provider?	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	691
●	182	161	QF3F If this method was available and you used it to switch do you think you would change or keep your phone number?	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	691
●	183	162	QF3F If this method was available and you used it to switch do you think you would change or keep your phone number?	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	691
●	184	163	QF4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	691
●	185	164	QF4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	691
●	186	165	QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All C&R switched in the last 18 months, would/might take up Auto-Switch SMS/Online and would/might have still contacted previous provider	449
●	188	166	QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All C&R switched in the last 18 months, would/might take up Auto-Switch SMS/Online and would/might have still contacted previous provider	449
●	190	167	QF6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	691
●	191	168	QF6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online	691
●	192	169	QG1: How likely would you be to use this method, rather than the way you switched last time you switched?	Base : All C&R Switched in the last 18 months	758
	193	170	QG1: How likely would you be to use this method, rather than the way you switched last time you switched?	Base : All C&R Switched in the last 18 months	758
●	194	171	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648

	Page	Table	Title	Base Description	Base
●	195	172	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648
●	196	173	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648
	197	174	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648
●	198	175	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648
	199	176	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648
●	200	177	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648
●	201	178	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648
●	202	179	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648
●	203	180	QG3A: You said you [would][might] use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would/might take up GPL	648
●	204	181	QG3B You said you would not use this method of switching if there was a 50p charge. Why do you say this?	Base : All C&R would not take up GPL at all price options	120
	205	182	QG3B You said you would not use this method of switching if there was a 50p charge. Why do you say this?	Base : All C&R would not take up GPL at all price options	120
●	206	183	QG3E: If this method was available and you used it to switch, do you think you would change or keep your phone number?	Base : All C&R switched in the last 18 months and would/might take up GPL	665
●	207	184	QG3E: If this method was available and you used it to switch, do you think you would change or keep your phone number?	Base : All C&R switched in the last 18 months and would/might take up GPL	665
●	208	185	QG4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All C&R switched in the last 18 months and would/might take up GPL	665
●	209	186	QG4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All C&R switched in the last 18 months and would/might take up GPL	665

	Page	Table	Title	Base Description	Base
●	210	187	QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All C&R switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider	371
●	212	188	QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All C&R switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider	371
●	214	189	QG6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your	Base : All C&R switched in the last 18 months and would/might take up GPL	665
●	215	190	QG6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your	Base : All C&R switched in the last 18 months and would/might take up GPL	665
●	216	191	QH1 Which of these would you be most likely to use?	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online and GPL	623
	217	192	QH1 Which of these would you be most likely to use?	Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online and GPL	623
●	218	193	QH1 Total (would/might).	Base : All C&R switched in the last 18 months	758
	219	194	QH1 Total (would/might).	Base : All C&R switched in the last 18 months	758
●	220	195	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935
●	221	196	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935
●	222	197	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935
●	223	198	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935
●	224	199	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935
●	225	200	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935

	Page	Table	Title	Base Description	Base
●	226	201	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935
●	227	202	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935
●	228	203	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935
●	229	204	QC3A: You said you would request your PAC via a free text message if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	935
●	230	205	QC3B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS at all price options	238
	231	206	QC3B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS at all price options	238
●	232	207	QC3E: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	973
●	233	208	QC3E: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	973
●	234	209	QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS and would have still contacted previous provider	326
	236	210	QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS and would have still contacted previous provider	326
●	238	211	QC3G: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	973
●	239	212	QC3G: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS	973
●	240	213	QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS/online at all price options	253
	241	214	QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS/online at all price options	253

	Page	Table	Title	Base Description	Base
●	242	215	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	243	216	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	244	217	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	245	218	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	246	219	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	247	220	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	248	221	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	249	222	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	250	223	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	251	224	QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	959
●	252	225	QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS/online at all price options	253
	253	226	QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All PAC would not take up Auto-Switch SMS/online at all price options	253

	Page	Table	Title	Base Description	Base
●	254	227	QC3E/C7: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	1058
●	255	228	QC3E/C7: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	1058
●	256	229	QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS or Auto-Switch Online and would have still contacted previous provider	355
●	258	230	QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS or Auto-Switch Online and would have still contacted previous provider	355
●	260	231	QC3G/QC9: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	1058
●	261	232	QC3G/QC9: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online	1058
●	262	233	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807
●	263	234	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807
●	264	235	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807
●	265	236	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807
●	266	237	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807
●	267	238	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807

	Page	Table	Title	Base Description	Base
●	268	239	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807
●	269	240	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807
●	270	241	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807
●	271	242	QD3A: You said you would use this method of switching if it was available.	Base : All PAC switched in the last 18 months and would take up GPL	807
●	272	243	QD3B: You said you would not use this method of switching if there was a 50p charge. Why do you say this?	Base : All PAC would not take up GPL at all price options	165
	273	244	QD3B: You said you would not use this method of switching if there was a 50p charge. Why do you say this?	Base : All PAC would not take up GPL at all price options	165
●	274	245	QD4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would take up GPL	829
●	275	246	QD4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All PAC switched in the last 18 months and would take up GPL	829
●	276	247	QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would take up GPL and would have still contacted previous provider	297
●	278	248	QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All PAC switched in the last 18 months, would take up GPL and would have still contacted previous provider	297
●	280	249	QD6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking	Base : All PAC switched in the last 18 months and would take up GPL	829
●	281	250	QD6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking	Base : All PAC switched in the last 18 months and would take up GPL	829
●	282	251	QE1 Which of these would you be most likely to use?	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS/Online and GPL	762
●	283	252	QE1 Which of these would you be most likely to use?	Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS/Online and GPL	762
●	284	253	QE1 Total (would).	Base : All PAC switched in the last 18 months	1251

	Page	Table	Title	Base Description	Base
●	285	254	QE1 Total (would).	Base : All PAC switched in the last 18 months	1251
●	286	255	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
●	287	256	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
●	288	257	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
	289	258	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
●	290	259	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
●	291	260	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
●	292	261	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
●	293	262	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
●	294	263	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
●	295	264	QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available.	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	539
●	296	265	QF3B You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All C&R would not take up Auto-Switch SMS/Online at all price options	91
	297	266	QF3B You said you would not take up this option if there was a 50p charge. Why do you say this?	Base : All C&R would not take up Auto-Switch SMS/Online at all price options	91
●	298	267	QF3E: Would you prefer to request a code by texting a free number or through your online account with your current provider?	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	557
●	299	268	QF3E: Would you prefer to request a code by texting a free number or through your online account with your current provider?	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	557

	Page	Table	Title	Base Description	Base
●	300	269	QF3F If this method was available and you used it to switch do you think you would change or keep your phone number?	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	557
●	301	270	QF3F If this method was available and you used it to switch do you think you would change or keep your phone number?	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	557
●	302	271	QF4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	557
●	303	272	QF4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	557
●	304	273	QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All C&R switched in the last 18 months, would take up Auto-Switch SMS/Online and would have still contacted previous provider	153
●	306	274	QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All C&R switched in the last 18 months, would take up Auto-Switch SMS/Online and would have still contacted previous provider	153
●	308	275	QF6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	557
●	309	276	QF6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online	557
●	310	277	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430
	311	278	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430
●	312	279	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430
	313	280	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430
●	314	281	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430
	315	282	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430

	Page	Table	Title	Base Description	Base
●	316	283	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430
●	317	284	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430
●	318	285	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430
●	319	286	QG3A: You said you would use this method of switching if it was available.	Base : All C&R switched in the last 18 months and would take up GPL	430
	320	287	QG3B You said you would not use this method of switching if there was a 50p charge. Why do you say this?	Base : All C&R would not take up GPL at all price options	61
	321	288	QG3B You said you would not use this method of switching if there was a 50p charge. Why do you say this?	Base : All C&R would not take up GPL at all price options	61
●	322	289	QG3E: If this method was available and you used it to switch, do you think you would change or keep your phone number?	Base : All C&R switched in the last 18 months and would take up GPL	438
●	323	290	QG3E: If this method was available and you used it to switch, do you think you would change or keep your phone number?	Base : All C&R switched in the last 18 months and would take up GPL	438
●	324	291	QG4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All C&R switched in the last 18 months and would take up GPL	438
●	325	292	QG4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider,	Base : All C&R switched in the last 18 months and would take up GPL	438
●	326	293	QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All C&R switched in the last 18 months, would take up GPL and would have still contacted previous provider	94
	328	294	QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?	Base : All C&R switched in the last 18 months, would take up GPL and would have still contacted previous provider	94
●	330	295	QG6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your	Base : All C&R switched in the last 18 months and would take up GPL	438
●	331	296	QG6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your	Base : All C&R switched in the last 18 months and would take up GPL	438

	Page	Table	Title	Base Description	Base
●	332	297	QH1 Which of these would you be most likely to use?	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online and GPL	376
	333	298	QH1 Which of these would you be most likely to use?	Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online and GPL	376
●	334	299	QH1 Total (would).	Base : All C&R switched in the last 18 months	758
●	335	300	QH1 Total (would).	Base : All C&R switched in the last 18 months	758

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 1

QA1: Gender.

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Male	943	943	-	344	320	279	621	322	623	320	811	81	33	17	607	336	335	606	169	437	166	169
	47%	100%	-	40%	48%	56%	48%	45%	50%	42%	47%	53%	38%	55%	49%	44%	49%	46%	53%	47%	45%	43%
Female	1066	-	1066	509	340	217	668	398	626	440	927	71	53	14	644	422	352	709	152	488	200	221
	53%	-	100%	60%	52%	44%	52%	55%	50%	58%	53%	47%	62%	45%	51%	56%	51%	54%	47%	53%	55%	57%

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/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 2

QA1: Gender.

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Male	943	415	240	397	242	38	104	544	202	345	395	396	435	455	147	501	163
	47%	46%	45%	50%	48%	34%	47%	51%	42%	48%	49%	46%	47%	49%	42%	49%	42%
Female	1066	480	295	398	258	74	116	531	275	376	409	458	483	475	200	518	222
	53%	54%	55%	50%	52%	66%	53%	49%	58%	52%	51%	54%	53%	51%	58%	51%	58%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA2: Age.

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
16 - 17	55	22	33	55	-	-	36	19	9	46	48	3	4	-	20	35	23	32	8	12	15	20
	3%	2%	3%	6% <sup>d</sup>	-	-	3%	3%	1%	6% <sup>h</sup>	3%	2%	5%	-	2%	6% <sup>o</sup>	3%	2%	2%	1%	4% <sup>t</sup>	5% <sup>u</sup>
18 - 24	305	122	183	305	-	-	202	103	154	151	272	17	12	4	167	138	95	209	50	116	45	93
	15%	13%	17% <sup>a</sup>	38% <sup>d</sup>	-	-	16%	14%	12% <sup>h</sup>	20% <sup>h</sup>	16%	11%	14%	13%	13%	18% <sup>o</sup>	14%	16%	16%	13%	12%	24% <sup>u</sup>
25 - 34	493	200	293	493	-	-	324	169	407	86	427	40	19	7	337	156	156	336	88	248	68	88
	25%	21%	27% <sup>a</sup>	58% <sup>d</sup>	-	-	25%	23%	39% <sup>h</sup>	11%	25%	26%	22%	23%	27% <sup>o</sup>	21%	23%	26%	27% <sup>o</sup>	27% <sup>o</sup>	19%	23%
35 - 44	361	168	193	-	361	-	224	137	293	68	311	33	9	6	235	126	115	246	41	194	74	52
	18%	18%	18%	-	55% <sup>e</sup>	-	17%	19%	23% <sup>h</sup>	9%	18%	22% <sup>l</sup>	10%	19%	19%	17%	17%	19%	13%	21% <sup>u</sup>	20% <sup>u</sup>	13%
45 - 54	299	152	147	-	299	-	182	117	221	78	253	24	17	5	186	113	93	206	45	141	48	65
	15%	16%	14%	-	48% <sup>e</sup>	-	14%	16%	18% <sup>h</sup>	10%	15%	16%	20%	16%	15%	15%	14%	16%	14%	15%	13%	17%
55 - 64	260	129	131	-	-	260	159	101	131	129	221	13	19	7	162	98	110	147	47	114	63	33
	13%	14%	12%	-	-	52% <sup>e</sup>	12%	14%	10%	17% <sup>h</sup>	13%	9%	22% <sup>l</sup>	23% <sup>l</sup>	13%	13%	16% <sup>q</sup>	11%	15% <sup>o</sup>	12% <sup>u</sup>	17% <sup>u</sup>	8%
65 +	236	150	86	-	-	236	162	74	34	202	206	22	6	2	144	92	95	139	42	100	53	39
	12%	16% <sup>b</sup>	8%	-	-	48% <sup>e</sup>	13%	10%	3%	27% <sup>h</sup>	12%	14%	7%	6%	12%	12%	14% <sup>q</sup>	11%	13%	11%	14%	10%
NET: 16-24	360	144	216	360	-	-	238	122	163	197	320	20	16	4	187	173	118	241	58	128	60	113
	18%	15%	20% <sup>a</sup>	42% <sup>d</sup>	-	-	18%	17%	13%	26% <sup>h</sup>	18%	13%	19%	13%	15%	23% <sup>o</sup>	17%	18%	18%	14%	16%	29% <sup>u</sup>
NET: 16-34	853	344	509	853	-	-	562	291	570	283	747	60	35	11	524	329	274	577	146	376	128	201
	42%	36%	48% <sup>a</sup>	100% <sup>d</sup>	-	-	44%	40%	46% <sup>h</sup>	37%	43%	39%	41%	35%	42%	43%	40%	44%	45% <sup>o</sup>	41%	35%	52% <sup>u</sup>
NET: 35-54	660	320	340	-	660	-	406	254	514	146	564	57	26	11	421	239	208	452	86	335	122	117
	33%	34%	32%	-	100% <sup>e</sup>	-	31%	35%	41% <sup>h</sup>	19%	32%	38%	30%	35%	34%	32%	30%	34%	27%	36% <sup>u</sup>	33%	30%
NET: 55+	496	279	217	-	-	496	321	175	165	331	427	35	25	9	306	190	205	286	89	214	116	72
	25%	30% <sup>b</sup>	20%	-	-	100% <sup>e</sup>	25%	24%	13%	49% <sup>h</sup>	25%	23%	29%	29%	24%	25%	30% <sup>q</sup>	22%	28% <sup>o</sup>	23%	32% <sup>u</sup>	18%
Mean age	41.85	44.44 <sup>b</sup>	39.56	25.62	44.03 <sup>c</sup>	66.88 <sup>e</sup>	41.79	41.98	38.63	47.18 <sup>h</sup>	41.72	42.77	42.51	43.27	42.13	41.40	43.37 <sup>q</sup>	41.00	42.28 <sup>u</sup>	42.03 <sup>u</sup>	44.32 <sup>u</sup>	38.56

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/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 4

QA2: Age.

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
16 - 17	55 3%	13 1%	25 5%	9 1%	12 2%	5 4%	7 3%	23 2%	13 3%	11 2%	13 2%	21 2%	23 3%	15 2%	24 7%	15 1%	24 6%
18 - 24	305 15%	124 14%	101 19%	111 14%	64 13%	16 14%	42 19%	152 14%	80 17%	94 13%	108 13%	136 16%	143 16%	125 13%	88 25%	128 13%	97 25%
25 - 34	493 25%	260 29%	122 23%	231 29%	128 26%	14 13%	63 29%	258 24%	151 32%	152 21%	187 23%	184 22%	212 23%	238 26%	83 24%	272 27%	96 25%
35 - 44	361 18%	160 18%	89 17%	156 20%	92 18%	25 22%	39 18%	193 18%	87 18%	127 18%	143 18%	151 18%	163 18%	165 18%	55 16%	192 19%	59 15%
45 - 54	299 15%	121 14%	76 14%	114 14%	71 14%	19 17%	24 11%	163 15%	67 14%	125 17%	132 16%	137 16%	142 15%	138 15%	36 10%	153 15%	43 11%
55 - 64	260 13%	112 13%	65 12%	90 11%	74 15%	16 14%	30 14%	147 14%	47 10%	109 15%	116 14%	112 13%	120 13%	126 14%	28 8%	133 13%	33 9%
65 +	236 12%	105 12%	57 11%	84 11%	59 12%	17 15%	15 7%	139 13%	32 7%	103 14%	105 13%	113 13%	115 13%	123 13%	33 10%	126 12%	33 9%
NET: 16-24	360 18%	137 15%	126 24%	120 15%	76 15%	21 19%	49 22%	175 16%	93 19%	105 15%	121 15%	157 18%	166 18%	140 15%	112 32%	143 14%	121 31%
NET: 16-34	853 42%	397 44%	248 46%	351 44%	204 41%	35 31%	112 51%	433 40%	244 51%	257 36%	308 38%	341 40%	378 41%	378 41%	195 56%	415 41%	217 56%
NET: 35-54	660 33%	281 31%	165 31%	270 34%	163 33%	44 39%	63 29%	356 33%	154 32%	252 35%	275 34%	288 34%	305 33%	303 33%	91 26%	345 34%	102 26%
NET: 55+	496 25%	217 24%	122 23%	174 22%	133 27%	33 29%	45 20%	286 27%	79 17%	212 29%	221 27%	225 26%	235 26%	249 27%	61 18%	259 25%	66 17%
Mean age	41.85	41.72	40.29	41.20	42.59	44.52f	38.61	42.83A	38.36	44.46	43.48	42.76	42.34	42.97	36.85	42.67h	36.79

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA3: Which of the following best describes your employment status?

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Working full time (30+ hours per week)	929	524	405	420	406	103	677	252	929	-	809	78	27	14	665	264	259	669	148	516	111	153
Working part time (8-29 hours per week)	281	87	194	128	101	52	156	125	281	-	249	11	17	4	166	115	102	179	44	122	58	57
Working part time (under 8 hours per week)	39	12	27	22	7	10	27	12	39	-	38	1	-	-	19	20	16	23	6	13	10	10
Unemployed	134	68	66	56	57	21	29	105	-	134	103	14	13	3	56	78	59	75	16	40	43	35
Student	194	69	125	187	7	-	146	48	-	194	171	13	7	3	91	103	68	125	27	63	41	62
Housewife / house husband	138	8	130	40	67	31	53	85	-	138	115	8	11	4	74	64	61	75	25	48	36	27
Retired	294	175	119	-	15	279	201	93	-	294	253	27	11	3	180	114	122	169	55	123	67	46
NET: Working	1249	623	626	570	514	165	860	389	1249	-	1096	90	44	18	850	399	377	871	198	651	179	220
NET: Not working	760	320	440	283	146	331	429	331	-	760	642	62	42	13	401	359	310	444	123	274	187	170

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/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA3: Which of the following best describes your employment status?

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Working full time (30+ hours per week)	929	458	191	453	248	39	87	508	255	349	410	404	448	493	141	543	157
Working part time (8-29 hours per week)	281	123	75	89	74	18	33	144	69	92	98	119	122	116	61	133	64
Working part time (under 8 hours per week)	39	12	14	14	7	6	8	18	9	10	11	13	15	11	9	14	10
Unemployed	134	48	64	40	20	9	30	65	26	37	39	49	53	41	25	45	28
Student	194	63	75	59	34	14	19	86	54	50	57	75	80	63	56	66	62
Housewife / house husband	138	61	47	47	32	6	18	80	23	54	56	55	57	55	19	64	26
Retired	294	130	69	93	85	20	25	174	41	129	133	139	143	151	36	154	38
NET: Working	1249	593	280	556	329	63	128	670	333	451	519	536	585	620	211	690	231
NET: Not working	760	302	255	239	171	49	92	405	144	270	285	318	333	310	136	329	154

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA4: Which of the following best describes the main income earner in your household?

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
<b>Total</b>	<b>2009</b>	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Very senior management, top level civil servant or professional	115	65	50	63	32	20	115	-	90	25	100	9	5	1	78	37	41	74	25	53	16	21
	6%	7% <sup>ab</sup>	5%	7% <sup>ade</sup>	5%	4%	9% <sup>fg</sup>	-	7% <sup>hi</sup>	3%	6%	6%	6%	3%	6%	5%	6%	6%	8%	6%	4%	5%
Senior or middle management in large organisation, owner of small business, principal officer in civil service/ local go	498	257	241	163	176	159	498	-	311	187	435	37	20	6	329	169	157	341	73	256	84	85
	25%	27% <sup>ab</sup>	23%	19%	27% <sup>ac</sup>	32% <sup>acd</sup>	39% <sup>ad</sup>	-	25%	25%	25%	24%	23%	19%	26% <sup>ae</sup>	22%	23%	26%	23%	21% <sup>af</sup>	23%	22%
Junior management or professional, or administrative	602	271	331	265	195	142	602	-	455	147	527	44	20	11	392	210	204	397	101	290	103	107
	30%	29%	31%	31%	30%	29%	47% <sup>ag</sup>	-	36% <sup>ah</sup>	19%	30%	29%	23%	35%	31%	28%	30%	30%	31%	28%	28%	27%
Skilled manual worker	340	159	181	146	120	74	-	340	245	95	291	27	15	6	213	127	105	233	50	161	55	72
	17%	17%	17%	17%	18%	15%	-	47% <sup>ai</sup>	20% <sup>aj</sup>	13%	17%	18%	17%	19%	17%	17%	15%	23%	16%	17%	15%	18%
Manual worker	176	77	99	75	62	39	-	176	119	57	153	12	9	1	100	76	62	113	27	72	35	41
	9%	8%	9%	9%	9%	8%	-	24% <sup>ak</sup>	10%	8%	9%	8%	10%	3%	8%	10%	9%	9%	8%	8%	10%	11%
Casual worker without regular income, or unemployed for 6 months or longer	78	41	37	32	36	10	-	78	18	60	66	6	4	2	37	41	44	34	13	24	31	10
	4%	4%	3%	4%	9% <sup>al</sup>	2%	-	11% <sup>am</sup>	1%	6% <sup>an</sup>	4%	4%	5%	6%	3%	3% <sup>ao</sup>	6% <sup>ap</sup>	3%	4%	3%	8% <sup>aq</sup>	3%
Retired and receiving a state pension only	65	31	34	8	15	42	-	65	6	59	58	4	2	1	39	26	26	36	14	24	12	12
	3%	3%	3%	1%	2% <sup>ar</sup>	8% <sup>ad</sup>	-	9% <sup>ae</sup>	*	8% <sup>af</sup>	3%	3%	2%	3%	3%	3%	4%	3%	4%	3%	3%	3%
Housewife/ house husband/ looking after family	61	14	47	30	21	10	-	61	1	60	46	5	8	2	28	33	27	34	9	19	18	15
	3%	1%	4% <sup>ag</sup>	4%	3%	2%	-	8% <sup>ah</sup>	*	6% <sup>ai</sup>	3%	3%	9% <sup>aj</sup>	6%	2%	4% <sup>ak</sup>	4%	3%	3%	2%	5% <sup>al</sup>	4%
Student	74	28	46	71	3	-	74	-	4	70	62	8	3	1	35	39	21	53	9	26	12	27
	4%	3%	4%	8% <sup>am</sup>	*	-	6% <sup>an</sup>	-	*	9% <sup>ao</sup>	4%	5%	3%	3%	3%	5% <sup>ap</sup>	3%	4%	3%	3%	3%	7% <sup>aq</sup>
NET: AB	613	322	291	226	208	179	613	-	401	212	535	46	25	7	407	206	198	415	98	309	100	106
	31%	34% <sup>ab</sup>	27%	26%	32% <sup>ac</sup>	36% <sup>ac</sup>	46% <sup>ad</sup>	-	32% <sup>ae</sup>	28%	31%	30%	29%	23%	33% <sup>af</sup>	27%	29%	32%	31%	32% <sup>ag</sup>	27%	27%
NET: DE	380	163	217	145	134	101	-	380	144	236	323	27	23	6	204	176	159	217	63	139	96	78
	19%	17%	20%	17%	20%	20%	-	53% <sup>ah</sup>	12% <sup>ai</sup>	31% <sup>aj</sup>	19%	18%	27%	19%	16% <sup>ak</sup>	23% <sup>al</sup>	23% <sup>am</sup>	17%	20%	15%	26% <sup>an</sup>	20% <sup>ao</sup>
NET: ABC1	1289	621	668	562	406	321	1289	-	860	429	1124	98	48	19	834	455	423	865	208	625	215	240
	64%	66%	63%	66%	62%	65%	100% <sup>ap</sup>	-	63% <sup>aq</sup>	56%	65%	64%	56%	61%	67% <sup>ar</sup>	60%	62%	66%	65%	68% <sup>as</sup>	59%	62%

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/s/t/u  
\* small base

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 7

QA4: Which of the following best describes the main income earner in your household?

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
NET: C2DE	720	322	398	291	254	175	-	720	389	331	614	54	38	12	417	303	264	450	113	300	151	150
	36%	34%	37%	34%	38%	35%	-	100%	31%	44%	35%	36%	44%	39%	33%	40%	38%	34%	32%	41%	38%	38%
NET: C1	676	299	377	336	198	142	676	-	459	217	589	52	23	12	427	249	225	450	110	316	115	134
	34%	32%	35%	39%	30%	29%	52%	-	37%	29%	34%	34%	27%	39%	34%	33%	33%	34%	34%	34%	31%	34%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u

\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA4: Which of the following best describes the main income earner in your household?

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Very senior management, top level civil servant or professional	115	62	31	57	33	9	12	63	35	24	36	35	45	51	23	58	25
	6%	7%	6%	7%	7%	8%	5%	6%	7%	3%	4%	4%	5%	5%	7%	6%	6%
Senior or middle management in large organisation, owner of small business, principal officer in civil service/ local go	498	230	114	212	139	30	53	270	127	207	230	237	252	262	77	274	87
	25%	26%	21%	27%	28%	27%	24%	25%	27%	29%	29%	28%	27%	28%	22%	27%	23%
Junior management or professional, or administrative	602	281	134	239	158	34	51	325	137	229	256	264	283	291	96	325	105
	30%	31%	25%	30%	32%	30%	23%	30%	29%	32%	32%	31%	31%	31%	28%	32%	27%
Skilled manual worker	340	147	94	134	84	13	39	177	79	115	124	143	153	155	65	173	69
	17%	16%	18%	17%	17%	12%	18%	16%	17%	16%	15%	17%	17%	17%	19%	17%	18%
Manual worker	176	69	55	57	40	9	20	96	36	56	62	73	77	70	39	80	43
	9%	8%	10%	7%	8%	8%	9%	9%	8%	8%	8%	9%	8%	8%	11%	8%	11%
Casual worker without regular income, or unemployed for 6 months or longer	78	27	37	25	13	8	14	42	13	21	24	22	24	26	11	29	12
	4%	3%	7%	3%	3%	7%	6%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Retired and receiving a state pension only	65	29	16	26	10	2	9	33	11	25	25	27	27	25	7	27	11
	3%	3%	3%	3%	2%	2%	4%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%
Housewife/ house husband/ looking after family	61	26	26	20	11	1	13	32	15	19	21	22	25	22	12	24	15
	3%	3%	5%	3%	2%	1%	6%	3%	3%	3%	3%	3%	3%	2%	3%	2%	4%
Student	74	24	28	25	12	6	9	37	24	25	26	31	32	28	17	29	18
	4%	3%	5%	3%	2%	5%	4%	3%	5%	3%	3%	4%	3%	3%	5%	3%	5%
NET: AB	613	292	145	269	172	39	65	333	162	231	266	272	297	313	100	332	112
	31%	33%	27%	34%	34%	35%	30%	31%	34%	32%	33%	32%	32%	34%	29%	33%	29%
NET: DE	380	151	134	128	74	20	56	203	75	121	132	144	153	143	69	160	81
	19%	17%	25%	16%	15%	18%	25%	19%	16%	17%	16%	17%	17%	15%	20%	16%	21%
NET: ABC1	1289	597	307	533	342	79	125	695	323	485	548	567	612	632	213	686	235
	64%	67%	57%	67%	68%	71%	57%	65%	68%	67%	68%	66%	67%	68%	61%	67%	61%
NET: C2DE	720	298	228	262	158	33	95	380	154	236	256	287	306	298	134	333	150
	36%	33%	43%	33%	32%	29%	43%	35%	32%	33%	32%	34%	33%	32%	39%	33%	39%
NET: C1	676	305	162	264	170	40	60	362	161	254	282	295	315	319	113	354	123
	34%	34%	30%	33%	34%	36%	27%	34%	34%	35%	35%	35%	34%	34%	33%	35%	32%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA5: Whereabouts in the UK do you live?

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
North East England	108	57	51	45	35	28	62	46	65	43	108	-	-	-	72	36	39	69	24	48	15	21
	5%	6%	5%	5%	5%	6%	5%	6%	5%	6%	6%	-	-	-	6%	5%	6%	5%	7%	5%	4%	5%
North West England	247	124	123	95	79	73	157	90	136	111	247	-	-	-	144	103	84	163	39	105	45	58
	12%	13%	12%	11%	12%	15%	12%	13%	11%	15%	14%	-	-	-	12%	14%	12%	12%	12%	11%	12%	15%
Yorkshire and the Humber	175	76	99	59	66	50	106	69	110	65	175	-	-	-	102	73	60	113	25	76	35	37
	9%	8%	9%	7%	10%	10%	8%	10%	9%	9%	10%	-	-	-	8%	10%	9%	9%	8%	8%	10%	9%
East Midlands	176	77	99	86	49	41	108	68	113	63	176	-	-	-	103	73	63	113	23	80	40	33
	9%	8%	9%	10%	7%	8%	8%	9%	9%	8%	10%	-	-	-	8%	10%	9%	9%	7%	9%	11%	8%
West Midlands	178	82	96	88	49	41	105	73	117	61	178	-	-	-	113	65	55	123	26	87	29	36
	9%	9%	9%	10%	7%	8%	8%	10%	9%	8%	10%	-	-	-	9%	9%	8%	9%	8%	9%	8%	9%
East England	123	56	67	36	52	35	71	52	80	43	123	-	-	-	78	45	36	86	13	64	23	22
	6%	6%	6%	4%	8%	7%	6%	7%	6%	6%	7%	-	-	-	6%	6%	5%	7%	4%	7%	6%	6%
London	275	129	146	158	83	34	205	70	204	71	275	-	-	-	197	78	80	195	46	151	34	44
	14%	14%	14%	19%	13%	7%	16%	10%	16%	9%	16%	-	-	-	16%	10%	12%	15%	14%	16%	9%	11%
South East England	272	134	138	99	93	80	183	89	155	117	272	-	-	-	164	108	95	176	45	118	50	58
	14%	14%	13%	12%	14%	16%	14%	12%	12%	15%	16%	-	-	-	13%	14%	14%	13%	14%	13%	14%	15%
South West England	184	76	108	81	58	45	127	57	116	68	184	-	-	-	102	82	64	118	27	74	37	44
	9%	8%	10%	9%	9%	9%	8%	8%	9%	9%	11%	-	-	-	8%	11%	9%	9%	8%	8%	10%	11%
Wales	86	33	53	35	26	25	48	38	44	42	-	-	86	50	36	34	52	15	35	19	17	
	4%	3%	5%	4%	4%	5%	4%	5%	4%	6%	-	-	100%	4%	5%	5%	4%	5%	4%	5%	4%	4%
Scotland	152	81	71	60	57	35	98	54	90	62	-	152	-	103	49	66	85	34	68	32	17	
	8%	9%	7%	7%	9%	7%	8%	8%	7%	8%	-	100%	-	8%	6%	10%	6%	11%	7%	9%	4%	
Northern Ireland	31	17	14	11	11	9	19	12	18	13	-	-	31	22	9	10	21	4	18	6	3	
	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	-	-	100%	2%	1%	2%	2%	1%	2%	2%	2%	1%
NET: North	530	257	273	199	180	151	325	205	311	219	530	-	-	-	318	212	183	345	88	229	95	116
	26%	27%	26%	23%	27%	30%	25%	28%	25%	29%	30%	-	-	-	25%	28%	27%	26%	27%	25%	26%	30%
NET: Midlands	477	215	262	210	150	117	284	193	310	167	477	-	-	-	294	183	154	322	62	231	92	91
	24%	23%	25%	25%	23%	24%	22%	27%	25%	22%	27%	-	-	-	24%	24%	22%	24%	19%	25%	25%	23%
NET: South	731	339	392	338	234	159	515	216	475	256	731	-	-	-	463	268	239	489	118	343	121	146
	36%	36%	37%	40%	35%	32%	40%	30%	30%	34%	42%	-	-	-	37%	35%	35%	37%	37%	33%	37%	

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/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 9

QA5: Whereabouts in the UK do you live?

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
NET: England	1738	811	927	747	564	427	1124	614	1096	642	1738	-	-	-	1075	663	576	1156	268	803	308	353
	87%	86%	87%	88%	85%	86%	87%	85%	88%	84%	100%	100%	100%	100%	86%	87%	84%	88%	83%	87%	84%	91%
NET: Scotland, Wales and Northern Ireland	269	131	138	106	94	69	165	104	152	117	-	152	86	31	175	94	110	158	53	121	57	37
	13%	14%	13%	12%	14%	14%	13%	14%	12%	15%	100%	100%	100%	100%	14%	12%	16%	12%	17%	13%	16%	9%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	2	1	1	-	2	-	-	2	1	1	-	-	-	-	1	1	1	1	-	1	-	-
	*	*	*	-	*	-	-	*	*	*	-	-	-	-	*	*	*	*	-	*	*	-

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/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 10

QA5: Whereabouts in the UK do you live?

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
North East England	108	57	28	44	28	6	9	56	28	36	41	43	45	54	13	57	16
	5%	6%	5%	6%	6%	5%	4%	5%	6%	5%	5%	5%	5%	6%	4%	6%	4%
North West England	247	98	71	87	64	14	27	138	53	79	87	103	109	103	46	116	50
	12%	11%	13%	11%	13%	13%	12%	13%	11%	11%	11%	12%	12%	11%	13%	11%	13%
Yorkshire and the Humber	175	80	51	69	44	14	24	88	42	70	72	82	85	81	33	88	40
	9%	9%	10%	9%	9%	13%	11%	8%	9%	10%	9%	10%	9%	9%	10%	9%	10%
East Midlands	176	77	57	63	39	15	21	89	40	67	72	83	86	77	37	81	41
	9%	9%	11%	8%	8%	13%	10%	8%	8%	9%	9%	10%	9%	8%	11%	8%	11%
West Midlands	178	81	45	78	43	12	20	90	50	66	73	70	77	79	29	87	31
	9%	9%	8%	10%	9%	11%	9%	8%	10%	9%	9%	8%	8%	8%	8%	9%	8%
East England	123	59	31	48	33	3	13	72	26	55	58	66	70	61	19	65	21
	6%	7%	6%	6%	7%	3%	6%	7%	5%	8%	7%	8%	8%	7%	5%	6%	5%
London	275	144	59	134	76	10	29	134	90	100	128	114	135	152	46	164	47
	14%	16%	11%	17%	15%	9%	13%	12%	19%	14%	16%	13%	15%	16%	13%	16%	12%
South East England	272	114	75	96	70	15	28	146	61	98	106	119	126	121	51	134	53
	14%	13%	14%	12%	14%	13%	13%	14%	13%	14%	13%	14%	14%	13%	15%	13%	14%
South West England	184	63	50	58	43	9	26	99	35	53	63	68	72	75	36	82	41
	9%	7%	9%	7%	9%	8%	12%	9%	7%	7%	8%	8%	8%	8%	10%	8%	11%
Wales	86	39	27	31	18	5	9	49	20	31	33	39	42	41	17	44	19
	4%	4%	5%	4%	4%	4%	4%	5%	4%	4%	4%	5%	5%	4%	5%	4%	5%
Scotland	152	65	32	70	35	7	13	94	28	51	56	54	58	68	18	82	23
	8%	7%	6%	9%	7%	6%	6%	9%	6%	7%	7%	6%	6%	7%	5%	8%	6%
Northern Ireland	31	17	8	16	7	2	1	20	4	15	15	13	13	18	2	19	3
	2%	2%	1%	2%	1%	2%	*	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%
NET: North	530	235	150	200	136	34	60	282	123	185	200	228	239	238	92	261	106
	26%	26%	28%	25%	27%	30%	27%	26%	26%	26%	25%	27%	26%	26%	27%	26%	28%
NET: Midlands	477	217	133	189	115	30	54	251	116	188	203	219	233	217	85	233	93
	24%	24%	25%	24%	23%	27%	25%	23%	24%	26%	25%	26%	25%	23%	24%	23%	24%
NET: South	731	321	184	288	189	34	83	379	186	251	297	301	333	348	133	380	141
	36%	36%	34%	36%	36%	30%	38%	35%	39%	35%	37%	35%	36%	37%	38%	37%	37%
NET: England	1738	773	467	677	440	98	197	912	425	624	700	748	805	803	310	874	340
	87%	86%	87%	85%	88%	88%	90%	85%	89%	87%	87%	88%	88%	86%	89%	86%	88%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 10

QA5: Whereabouts in the UK do you live?

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
NET: Scotland, Wales and Northern Ireland	269	121	67	117	60	14	23	163	52	97	104	106	113	127	37	145	45
	13%	14%	13%	15%	12%	13%	10%	15%	11%	13%	13%	12%	12%	14%	11%	14%	12%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	2	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 11

QA6: Which of these best describes the main mobile phone package you personally use and pay for?

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Pay as you go (which requires top-ups)	438	215	223	194	126	118	255	183	240	198	367	35	26	9	189	249	319	117	131	57	188	60
	22%	23%	21%	23%	19%	24%	20%	25%	19%	26%	21%	23%	30%	29%	15%	33%	46%	9%	41%	6%	51%	15%
Monthly contract (i.e. 12-24 months, including new handset)	1027	448	579	490	336	201	671	356	695	332	892	80	40	15	690	337	224	798	113	573	111	225
	51%	48%	54%	57%	51%	41%	52%	49%	56%	44%	51%	53%	47%	48%	55%	44%	33%	61%	35%	82%	30%	58%
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 lo	544	280	264	169	198	177	363	181	314	230	479	37	20	7	372	172	144	400	77	295	67	105
	27%	30%	25%	20%	30%	36%	28%	25%	25%	30%	28%	24%	23%	23%	30%	23%	21%	30%	24%	32%	18%	27%
Someone else pays for my mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't have a mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Contract	1571	728	843	659	534	378	1034	537	1009	562	1371	117	60	22	1062	509	368	1198	190	868	178	330
	78%	77%	79%	77%	81%	76%	80%	75%	81%	74%	78%	77%	70%	71%	85%	67%	54%	81%	58%	84%	49%	65%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 12

QA6: Which of these best describes the main mobile phone package you personally use and pay for?

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4B) (h)		
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385	
Pay as you go (which requires top-ups)	438	137	189	135	73	40	72	223	77	91	40	107	109	122	123	75	135	82
	22%	15%	35%	17%	15%	36%	33%	21%	16%	13%	13%	13%	13%	13%	22%	13%	21%	21%
Monthly contract (i.e. 12-24 months, including new handset)	1027	491	225	427	271	47	100	520	278	377	425	466	501	513	196	562	218	
	51%	55%	42%	54%	54%	42%	45%	48%	58%	52%	53%	55%	55%	55%	56%	55%	57%	
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 lo	544	267	121	233	156	25	48	332	122	253	272	279	295	294	76	322	85	
	27%	30%	23%	29%	31%	22%	22%	31%	26%	35%	34%	33%	32%	32%	22%	32%	22%	
Someone else pays for my mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I don't have a mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Contract	1571	758	346	660	427	72	148	852	400	630	697	745	796	807	272	884	303	
	78%	85%	65%	83%	85%	64%	67%	79%	84%	87%	87%	87%	87%	87%	78%	87%	79%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 13

QA7: Have you ever changed your mobile phone network provider?  
If yes, when did you most recently change mobile phone network?

Base : All who have mobile phone package they personally use and pay for

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Yes - in the last 6 months	727 36%	334 35%	393 37%	335 39% <sup>cd</sup>	222 34%	170 34%	473 37%	254 35%	434 35%	293 39%	639 37%	45 30%	30 35%	12 39%	451 36%	276 36%	248 36%	476 36%	113 35%	336 36%	135 37%	140 36%
Yes - 7-12 months ago	703 35%	321 34%	382 36%	310 36%	224 34%	169 34%	431 33%	272 38%	439 35%	264 35%	601 35%	52 34%	36 42%	13 42%	444 35%	259 34%	237 34%	464 35%	113 35%	329 36%	124 34%	135 35%
Yes - 13-18 months ago (i.e. 1-1.5 years ago)	579 29%	288 31%	291 27%	208 24%	214 32% <sup>cd</sup>	157 32% <sup>cd</sup>	385 30%	194 27%	376 30%	203 27%	498 29%	55 36% <sup>cd</sup>	20 23%	6 19%	356 28%	223 29%	202 29%	375 29%	95 30%	260 28%	107 29%	115 29%
Yes - 19-24 months ago (i.e. 1.5-2 years ago)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes - 2-3 years ago	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes - more than 3 years ago	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No - never changed provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: last 12 months	1430 71%	655 69%	775 73%	645 75% <sup>cd</sup>	446 68%	339 68%	904 70%	526 73%	873 70%	557 73%	1240 71%	97 64%	66 77% <sup>cd</sup>	25 81%	895 72%	535 71%	485 71%	940 71%	226 70%	665 72%	259 71%	275 71%
NET: last 18 months	2009 100%	943 100%	1066 100%	853 100%	660 100%	496 100%	1289 100%	720 100%	1249 100%	760 100%	1738 100%	152 100%	86 100%	31 100%	1251 100%	758 100%	687 100%	1315 100%	321 100%	925 100%	366 100%	390 100%
NET: last 24 months	2009 100%	943 100%	1066 100%	853 100%	660 100%	496 100%	1289 100%	720 100%	1249 100%	760 100%	1738 100%	152 100%	86 100%	31 100%	1251 100%	758 100%	687 100%	1315 100%	321 100%	925 100%	366 100%	390 100%
NET: more than 12 months ago	579 29%	288 31%	291 27%	208 24%	214 32% <sup>cd</sup>	157 32% <sup>cd</sup>	385 30%	194 27%	376 30%	203 27%	498 29%	55 36% <sup>cd</sup>	20 23%	6 19%	356 28%	223 29%	202 29%	375 29%	95 30%	260 28%	107 29%	115 29%
NET: all who changed	2009 100%	943 100%	1066 100%	853 100%	660 100%	496 100%	1289 100%	720 100%	1249 100%	760 100%	1738 100%	152 100%	86 100%	31 100%	1251 100%	758 100%	687 100%	1315 100%	321 100%	925 100%	366 100%	390 100%

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/s/t/u  
\* small base

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 14

QA7: Have you ever changed your mobile phone network provider?  
If yes, when did you most recently change mobile phone network?

Base : All who have mobile phone package they personally use and pay for

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	<b>2009</b>	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Yes - in the last 6 months	<b>727</b> <b>36%</b>	451 50%	276 52%	283 36%	185 37%	38 34%	86 39%	387 36%	182 38%	262 36%	292 36%	305 36%	330 36%	334 36%	117 34%	368 36%	134 35%
Yes - 7-12 months ago	<b>703</b> <b>35%</b>	444 50%	259 48%	292 37%	174 35%	40 36%	83 38%	384 36%	165 35%	258 36%	286 36%	302 35%	322 35%	329 35%	129 37%	362 36%	143 37%
Yes - 13-18 months ago (i.e. 1-1.5 years ago)	<b>579</b> <b>29%</b>	-	-	220 28%	141 28%	34 30%	51 23%	304 28%	130 27%	201 28%	226 28%	247 29%	266 29%	267 29%	101 29%	289 28%	108 28%
Yes - 19-24 months ago (i.e. 1.5-2 years ago)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes - 2-3 years ago	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes - more than 3 years ago	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No - never changed provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: last 12 months	<b>1430</b> <b>71%</b>	895 100%	535 100%	575 72%	359 72%	78 70%	169 77%	771 72%	347 73%	520 72%	578 72%	607 71%	652 71%	663 71%	246 71%	730 72%	277 72%
NET: last 18 months	<b>2009</b> <b>100%</b>	895 100%	535 100%	795 100%	500 100%	112 100%	220 100%	1075 100%	477 100%	721 100%	804 100%	854 100%	918 100%	930 100%	347 100%	1019 100%	385 100%
NET: last 24 months	<b>2009</b> <b>100%</b>	895 100%	535 100%	795 100%	500 100%	112 100%	220 100%	1075 100%	477 100%	721 100%	804 100%	854 100%	918 100%	930 100%	347 100%	1019 100%	385 100%
NET: more than 12 months ago	<b>579</b> <b>29%</b>	-	-	220 28%	141 28%	34 30%	51 23%	304 28%	130 27%	201 28%	226 28%	247 29%	266 29%	267 29%	101 29%	289 28%	108 28%
NET: all who changed	<b>2009</b> <b>100%</b>	895 100%	535 100%	795 100%	500 100%	112 100%	220 100%	1075 100%	477 100%	721 100%	804 100%	854 100%	918 100%	930 100%	347 100%	1019 100%	385 100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA8 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. I try to keep up with technology.

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Agree strongly	711	387	324	417	214	80	493	218	516	195	626	46	23	15	475	236	218	492	122	352	96	140
	35%	41%	30%	49%	32%	16%	38%	30%	41%	26%	36%	30%	27%	46%	38%	31%	32%	37%	33%	38%	26%	36%
Agree slightly	833	379	454	331	287	215	525	308	498	335	707	75	40	11	518	315	281	551	134	383	147	168
	41%	40%	43%	39%	43%	43%	41%	43%	40%	44%	41%	49%	47%	35%	41%	42%	41%	42%	42%	41%	40%	43%
Neither agree nor disagree	265	109	156	73	96	96	153	112	159	106	231	19	11	3	157	108	90	173	34	122	56	51
	13%	12%	15%	9%	15%	19%	12%	16%	13%	14%	13%	13%	13%	10%	13%	14%	13%	13%	11%	13%	15%	13%
Disagree slightly	132	45	87	27	45	60	80	52	56	76	112	8	10	2	70	62	66	65	24	45	42	20
	7%	5%	8%	3%	7%	12%	6%	7%	4%	10%	6%	5%	12%	6%	6%	8%	10%	5%	7%	5%	11%	5%
Disagree strongly	68	23	45	5	18	45	38	30	20	48	62	4	2	-	31	37	32	34	7	23	25	11
	3%	2%	4%	1%	3%	9%	3%	4%	2%	6%	4%	3%	2%	-	2%	5%	5%	3%	2%	2%	7%	3%
NET: Agree	1544	766	778	748	501	295	1018	526	1014	530	1333	121	63	26	993	551	499	1043	256	735	243	308
	77%	81%	73%	88%	76%	59%	73%	73%	81%	70%	77%	80%	73%	84%	79%	73%	73%	79%	80%	79%	66%	79%
NET: Disagree	200	68	132	32	63	105	118	82	76	124	174	12	12	2	101	99	98	99	31	68	67	31
	10%	7%	12%	4%	10%	21%	9%	11%	6%	16%	10%	8%	14%	6%	8%	13%	14%	8%	10%	7%	18%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 16

QA8 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. I try to keep up with technology.

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Agree strongly	711 35%	355 40%	172 32%	343 43%	180 36%	31 28%	81 37%	386 36%	208 44%	232 32%	285 35%	280 33%	313 34%	342 37%	131 38%	385 38%	146 38%
Agree slightly	833 41%	364 41%	217 41%	304 38%	212 42%	52 46%	89 40%	463 43%	182 38%	321 45%	344 43%	380 44%	404 44%	392 42%	140 40%	429 42%	160 42%
Neither agree nor disagree	265 13%	110 12%	79 15%	90 11%	66 13%	16 14%	29 13%	127 12%	56 12%	102 14%	109 14%	120 14%	125 14%	121 13%	49 14%	126 12%	50 13%
Disagree slightly	132 7%	46 5%	44 8%	40 5%	29 6%	8 7%	10 5%	66 6%	19 4%	39 5%	39 5%	44 5%	45 5%	47 5%	16 5%	51 5%	18 5%
Disagree strongly	68 3%	20 2%	23 4%	18 2%	13 3%	5 4%	11 5%	33 3%	12 3%	27 4%	27 3%	30 4%	31 3%	28 3%	11 3%	28 3%	11 3%
NET: Agree	1544 77%	719 80%	389 73%	647 81%	392 78%	83 74%	170 77%	849 79%	390 82%	553 77%	629 78%	660 77%	717 78%	734 79%	271 78%	814 80%	306 79%
NET: Disagree	200 10%	66 7%	67 13%	58 7%	42 8%	13 12%	21 10%	99 9%	31 6%	66 9%	66 8%	74 9%	76 8%	75 8%	27 8%	79 8%	29 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 17

QA8 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. My friends tend to come to me if they have questions about technology.

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Agree strongly	384	242	142	220	134	30	253	131	291	93	336	25	13	9	269	115	123	261	75	194	48	67
	19%	26%	13%	26%	20%	6%	20%	18%	23%	12%	19%	16%	15%	29%	22%	18%	20%	23%	21%	13%	17%	
Agree slightly	595	301	294	316	191	88	410	185	425	170	531	41	15	8	391	204	183	410	91	298	92	112
	30%	32%	28%	37%	29%	18%	32%	26%	34%	22%	31%	27%	17%	26%	31%	27%	27%	31%	28%	32%	25%	29%
Neither agree nor disagree	439	198	241	178	150	111	265	174	263	176	363	42	25	8	273	166	138	300	65	207	73	93
	22%	21%	23%	21%	23%	22%	21%	24%	21%	23%	21%	28%	29%	26%	22%	22%	20%	23%	20%	22%	20%	24%
Disagree slightly	327	100	227	107	112	108	211	116	180	147	283	26	17	1	186	141	124	201	52	133	72	68
	16%	11%	21%	13%	17%	22%	16%	16%	14%	19%	16%	17%	20%	3%	15%	19%	18%	15%	16%	14%	20%	17%
Disagree strongly	264	102	162	32	73	159	150	114	90	174	225	18	16	5	132	132	119	143	38	93	81	50
	13%	11%	15%	4%	11%	32%	12%	16%	7%	23%	13%	12%	19%	16%	11%	17%	17%	11%	12%	10%	22%	13%
NET: Agree	979	543	436	536	325	118	663	316	716	263	867	66	28	17	660	319	306	671	166	492	140	179
	49%	58%	41%	63%	49%	24%	51%	44%	57%	35%	50%	43%	33%	55%	53%	45%	51%	52%	53%	38%	46%	
NET: Disagree	591	202	389	139	185	267	361	230	270	321	508	44	33	6	318	273	243	344	90	226	153	118
	29%	21%	36%	16%	25%	54%	28%	32%	22%	42%	29%	29%	38%	19%	25%	36%	35%	28%	24%	42%	30%	

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/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 18

QA8 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. My friends tend to come to me if they have questions about technology.

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Agree strongly	384	199	87	214	90	15	44	223	112	134	166	152	172	196	64	220	73
	19%	22%	16%	27%	18%	13%	20%	21%	23%	19%	21%	18%	19%	21%	18%	22%	19%
Agree slightly	595	275	148	242	162	32	65	297	174	197	232	238	266	277	107	315	123
	30%	31%	28%	30%	32%	29%	30%	28%	36%	27%	29%	28%	29%	30%	31%	31%	32%
Neither agree nor disagree	439	198	113	160	111	21	47	234	90	163	174	198	210	201	69	217	77
	22%	22%	21%	20%	22%	19%	21%	22%	19%	23%	22%	23%	23%	22%	20%	21%	20%
Disagree slightly	327	134	92	108	77	24	34	180	68	131	135	155	157	148	65	156	67
	16%	15%	17%	14%	15%	21%	15%	17%	14%	18%	17%	18%	17%	16%	19%	15%	17%
Disagree strongly	264	89	95	71	60	20	30	141	33	96	97	111	113	108	42	111	45
	13%	10%	18%	9%	12%	18%	14%	13%	7%	13%	12%	13%	12%	12%	12%	11%	12%
NET: Agree	979	474	235	456	252	47	109	520	286	331	398	390	438	473	171	535	196
	49%	53%	44%	57%	50%	42%	50%	48%	60%	46%	50%	46%	48%	51%	49%	53%	51%
NET: Disagree	591	223	187	179	137	44	64	321	101	227	232	266	270	256	107	267	112
	29%	25%	35%	23%	27%	39%	29%	30%	21%	31%	29%	31%	29%	28%	31%	26%	29%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA8 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. I'm as knowledgeable about these technologies as the next person.

Base : All respondents

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Agree strongly	468	276	192	246	171	51	323	145	353	115	412	30	14	11	315	153	155	313	89	226	66	87
	23%	29% <sup>hi</sup>	18%	23% <sup>hi</sup>	26% <sup>hi</sup>	10%	25% <sup>hi</sup>	20%	28% <sup>hi</sup>	15%	24%	20%	16%	35% <sup>hi</sup>	20%	23%	24%	24%	24% <sup>hi</sup>	18%	22%	
Agree slightly	782	368	414	353	260	169	505	277	507	275	670	68	35	9	503	279	234	546	114	387	120	159
	39%	39%	39%	41% <sup>hi</sup>	39%	34%	39%	38%	41% <sup>hi</sup>	36%	39%	45%	41%	29%	40%	37%	34%	42% <sup>hi</sup>	36%	42% <sup>hi</sup>	33%	41% <sup>hi</sup>
Neither agree nor disagree	460	191	269	183	144	133	287	173	264	196	398	31	22	8	278	182	167	291	74	203	93	88
	23%	20%	25% <sup>hi</sup>	21%	22%	27% <sup>hi</sup>	22%	24%	21%	26% <sup>hi</sup>	23%	20%	26%	26%	22%	24%	24%	22%	23%	22%	25%	23%
Disagree slightly	195	72	123	60	59	76	123	72	94	101	167	18	9	1	112	83	78	116	32	79	46	37
	10%	8%	12% <sup>hi</sup>	7%	9%	15% <sup>hi</sup>	10%	10%	8%	13% <sup>hi</sup>	10%	12%	10%	3%	9%	11%	11%	9%	10%	9%	13% <sup>hi</sup>	9%
Disagree strongly	104	36	68	11	26	67	51	53	31	73	91	5	6	2	43	61	53	49	12	30	41	19
	5%	4%	6% <sup>hi</sup>	1%	4% <sup>hi</sup>	14% <sup>hi</sup>	4%	7% <sup>hi</sup>	2%	10% <sup>hi</sup>	5%	3%	7%	6%	3%	8% <sup>hi</sup>	8% <sup>hi</sup>	4%	4%	3%	11% <sup>hi</sup>	5%
NET: Agree	1250	644	606	599	431	220	828	422	860	390	1082	98	49	20	818	432	389	859	203	613	186	246
	62%	68% <sup>hi</sup>	57%	70% <sup>hi</sup>	65% <sup>hi</sup>	44%	64% <sup>hi</sup>	59%	69% <sup>hi</sup>	51%	62%	64%	57%	65%	65% <sup>hi</sup>	57%	57%	65% <sup>hi</sup>	63% <sup>hi</sup>	66% <sup>hi</sup>	51%	63% <sup>hi</sup>
NET: Disagree	299	108	191	71	85	143	174	125	125	174	258	23	15	3	155	144	131	165	44	109	87	56
	15%	11%	18% <sup>hi</sup>	8%	13% <sup>hi</sup>	29% <sup>hi</sup>	13%	17% <sup>hi</sup>	10%	23% <sup>hi</sup>	15%	15%	17%	10%	12%	19% <sup>hi</sup>	19% <sup>hi</sup>	13%	14%	12%	23% <sup>hi</sup>	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - hi - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 20

QA8 Before we ask you more about the mobile services you use, please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. I'm as knowledgeable about these technologies as the next person.

Base : All respondents

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Agree strongly	468	237	112	222	122	23	56	273	127	162	193	193	212	236	83	257	89
	23%	26%	21%	28%	24%	21%	25%	25%	27%	22%	24%	23%	23%	25%	24%	25%	23%
Agree slightly	782	347	203	302	203	42	89	407	203	284	325	342	376	371	132	413	151
	39%	39%	38%	38%	41%	38%	40%	38%	43%	39%	40%	40%	41%	40%	38%	41%	39%
Neither agree nor disagree	460	198	118	178	116	26	34	239	97	170	180	197	207	209	78	225	89
	23%	22%	22%	22%	23%	23%	15%	22%	20%	24%	22%	23%	23%	22%	22%	22%	23%
Disagree slightly	195	80	55	71	41	12	24	108	37	77	78	86	87	82	36	91	38
	10%	9%	10%	9%	8%	11%	11%	10%	8%	11%	10%	10%	9%	9%	10%	9%	10%
Disagree strongly	104	33	47	22	18	9	17	48	13	28	28	36	36	32	18	33	18
	5%	4%	9%	3%	4%	8%	8%	4%	3%	4%	3%	4%	4%	3%	5%	3%	5%
NET: Agree	1250	584	315	524	325	65	145	680	330	446	518	535	588	607	215	670	240
	62%	65%	59%	66%	65%	58%	66%	63%	69%	62%	64%	63%	64%	65%	62%	66%	62%
NET: Disagree	299	113	102	93	59	21	41	156	50	105	106	122	123	114	54	124	56
	15%	13%	19%	12%	12%	19%	19%	15%	10%	15%	13%	14%	13%	12%	16%	12%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 21

QA9: When you switched, what type of mobile package did you switch from?

Base : All who switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Handset and monthly contract (i.e. 12-24 months, including new handset)	933	394	539	435	313	185	615	318	628	305	814	62	41	16	648	285	-	933	-	648	-	285
	46%	42%	51% <sup>a</sup>	51% <sup>a</sup>	47% <sup>a</sup>	37%	48%	44%	50% <sup>a</sup>	40%	47%	41%	48%	52%	52% <sup>a</sup>	38%	-	71% <sup>a</sup>	-	70% <sup>a</sup>	-	73% <sup>a</sup>
Pay as you go (which requires top-ups)	687	335	352	274	208	205	423	264	377	310	576	66	34	10	321	366	687	-	321	-	366	-
	34%	36%	33%	32%	32%	41% <sup>a</sup>	33%	37%	30%	41% <sup>a</sup>	33%	45% <sup>a</sup>	40%	32%	26%	48% <sup>a</sup>	100% <sup>a</sup>	-	100% <sup>a</sup>	-	100% <sup>a</sup>	-
SIM only (i.e. did not get a handset or was no longer paying for one) this may have been on a 30 day rolling contract or	382	212	170	142	139	101	250	132	243	139	342	23	11	5	277	105	-	382	-	277	-	105
	19%	22% <sup>b</sup>	16%	17%	21% <sup>a</sup>	20%	19%	18%	19%	18%	20%	15%	13%	16%	22% <sup>a</sup>	14%	-	29% <sup>a</sup>	-	30% <sup>a</sup>	-	27% <sup>a</sup>
Other (please type in)	7	2	5	2	-	5	1	6	1	6	6	1	-	-	5	2	-	-	-	-	-	-
	*	*	*	*	-	1% <sup>a</sup>	*	1% <sup>a</sup>	*	1% <sup>a</sup>	*	1%	-	-	*	*	-	-	-	-	-	-
NET: Contract	1315	606	709	577	452	286	865	450	871	444	1156	85	52	21	925	390	-	1315	-	925	-	390
	65%	64%	67%	68% <sup>a</sup>	68% <sup>a</sup>	58%	67% <sup>a</sup>	63%	70% <sup>a</sup>	58%	67% <sup>a</sup>	56%	60%	68%	74% <sup>a</sup>	51%	-	100% <sup>a</sup>	-	100% <sup>a</sup>	-	100% <sup>a</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA9: When you switched, what type of mobile package did you switch from?

Base : All who switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Handset and monthly contract (i.e. 12-24 months, including new handset)	933	463	201	412	243	45	92	506	269	377	420	471	502	492	185	533	207
Pay as you go (which requires top-ups)	687	226	259	192	151	52	94	340	106	172	195	192	214	232	102	250	112
SIM only (i.e. did not get a handset or was no longer paying for one) this may have been on a 30 day rolling contract or	382	202	74	189	103	15	32	227	100	171	188	190	201	205	59	235	65
Other (please type in)	7	4	1	2	3	-	2	2	2	1	1	1	1	1	1	1	1
NET: Contract	1315	665	275	601	346	60	124	733	369	548	608	661	703	697	244	768	272

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 23

QA10: And when you switched did you..?

Base : All who switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Keep the same phone number	1251	607	644	524	421	306	834	417	850	401	1075	103	50	22	1251	-	321	925	321	925	-	-
	62%	64%	60%	61%	64%	62%	65% <sup>d</sup>	58%	66% <sup>d</sup>	53%	62%	68%	58%	71%	100% <sup>d</sup>	-	47%	70% <sup>p</sup>	100% <sup>tu</sup>	100% <sup>tu</sup>	-	-
Change phone number	758	336	422	329	239	190	455	303	399	359	663	49	36	9	-	758	366	390	-	-	366	390
	38%	36%	40%	39%	36%	38%	35%	42% <sup>d</sup>	32%	47% <sup>h</sup>	38%	32%	42%	29%	-	100% <sup>en</sup>	53% <sup>ed</sup>	30%	-	-	100% <sup>es</sup>	100% <sup>es</sup>

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/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 24

QA10: And when you switched did you..?

Base : All who switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Keep the same phone number	1251	895	-	728	467	-	-	735	348	678	757	618	666	930	-	1019	-
	62%	100%	-	92%	93%	-	-	68%	73%	94%	94%	72%	73%	100%	-	100%	-
Change phone number	758	-	535	67	33	112	220	340	129	43	47	236	252	-	347	-	385
	38%	-	100%	8%	7%	100%	100%	32%	27%	6%	6%	28%	27%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 25

QA11: You mentioned earlier that you got a new mobile number when you switched provider.  
Which of the following best describes your original preference for keeping your previous number when you switched?

Base : All C&R switched in the last 18 months

	Total	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	758	336	422	329	239	190	455	303	399	359	663	49*	36*	9**	-**	758	366	390	-**	-**	366	390
Really wanted to change number	135	63	72	61	47	27	73	62	70	65	117	9	8	1	-	135	61	72	-	-	61	72
	18%	19%	17%	19%	20%	14%	16%	20%	18%	18%	18%	18%	22%	11%	-	18%	17%	18%	-	-	17%	18%
Mild preference for changing number	85	41	44	51	16	18	52	33	58	27	80	4	1	-	-	85	33	52	-	-	33	52
	11%	12%	10%	16% <sup>d</sup>	7%	9%	11%	11%	15% <sup>d</sup>	8%	12%	8%	3%	-	-	11%	9%	13%	-	-	9%	13%
Not bothered either way	408	185	223	176	128	104	239	169	201	207	352	28	22	5	-	408	214	194	-	-	214	194
	54%	55%	53%	53%	54%	55%	53%	56%	50% <sup>h</sup>	58% <sup>h</sup>	53%	57%	61%	56%	-	54%	58% <sup>d</sup>	50%	-	-	58% <sup>d</sup>	50%
Mild preference for keeping number	56	18	38	22	22	12	42	14	33	23	50	2	3	1	-	56	26	30	-	-	26	30
	7%	5%	9%	7%	9%	6%	9% <sup>d</sup>	5%	8%	6%	8%	4%	8%	11%	-	7%	7%	8%	-	-	7%	8%
Really wanted to keep number	56	20	36	13	22	21	37	19	30	26	48	5	2	1	-	56	26	30	-	-	26	30
	7%	6%	9%	4%	9% <sup>c</sup>	11% <sup>d</sup>	8%	6%	8%	7%	7%	10%	6%	11%	-	7%	7%	8%	-	-	7%	8%
NET: Wanted to keep number	112	38	74	35	44	33	79	33	63	49	98	7	5	2	-	112	52	60	-	-	52	60
	15%	11%	16% <sup>d</sup>	11%	18% <sup>c</sup>	17% <sup>c</sup>	17% <sup>d</sup>	11%	16%	14%	15%	14%	14%	22%	-	15%	14%	15%	-	-	14%	15%
NET: Wanted to change number	220	104	116	112	63	45	125	95	128	92	197	13	9	1	-	220	94	124	-	-	94	124
	29%	31%	27%	34% <sup>d</sup>	26%	24%	27%	31%	32%	26%	30%	27%	25%	11%	-	29%	26%	32%	-	-	26%	32%
Don't know/don't recall	18	9	9	6	4	8	12	6	7	11	16	1	-	1	-	18	6	12	-	-	6	12
	2%	3%	2%	2%	2%	4%	3%	2%	2%	3%	2%	2%	-	11%	-	2%	2%	3%	-	-	2%	3%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 26

QA11: You mentioned earlier that you got a new mobile number when you switched provider.  
Which of the following best describes your original preference for keeping your previous number when you switched?

Base : All C&R switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)	
Total	758	-**	535	67*	33*	112	220	340	129	43*	47*	236	252	-*	347	-**	385
Really wanted to change number	135	-	105	15	6	-	135	69	23	7	8	44	50	-	60	-	73
	18%	-	20%	22%	18%	-	61%	20%	18%	16%	17%	19%	20%	-	17%	-	19%
Mild preference for changing number	85	-	64	10	4	-	85	45	16	7	8	37	37	-	51	-	55
	11%	-	12%	15%	12%	-	39%	13%	12%	16%	17%	16%	15%	-	15%	-	14%
Not bothered either way	408	-	277	19	15	-	-	182	56	15	15	118	126	-	179	-	197
	54%	-	52%	28%	45%	-	-	54%	43%	35%	32%	50%	50%	-	52%	-	51%
Mild preference for keeping number	56	-	40	8	2	56	-	21	14	2	3	16	17	-	27	-	29
	7%	-	7%	12%	6%	50%	-	6%	11%	5%	6%	7%	7%	-	8%	-	8%
Really wanted to keep number	56	-	38	12	6	56	-	18	17	11	11	18	18	-	26	-	26
	7%	-	7%	18%	18%	50%	-	5%	13%	26%	23%	8%	7%	-	7%	-	7%
NET: Wanted to keep number	112	-	78	20	8	112	-	39	31	13	14	34	35	-	53	-	55
	15%	-	15%	30%	24%	100%	-	11%	24%	30%	30%	14%	14%	-	15%	-	14%
NET: Wanted to change number	220	-	169	25	10	-	220	114	39	14	16	81	87	-	111	-	128
	29%	-	32%	37%	30%	-	100%	34%	30%	33%	34%	34%	35%	-	32%	-	33%
Don't know/don't recall	18	-	11	3	-	-	-	5	3	1	2	3	4	-	4	-	5
	2%	-	2%	4%	-	-	-	1%	2%	2%	4%	1%	2%	-	1%	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 27

QA13: And ideally, what do you think you would want to do if you switched again?

Base : All who switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Would definitely want to change my number	121	58	63	72	36	13	86	35	95	26	106	8	4	2	80	41	49	71	35	44	14	27
	6%	6%	6%	8% <sup>de</sup>	5% <sup>de</sup>	3%	7%	5%	8% <sup>de</sup>	3%	6%	5%	5%	6%	6%	5%	7%	5%	11% <sup>de</sup>	5%	4%	7%
Would probably want to change my number	173	90	83	102	52	19	110	63	132	41	154	12	6	1	96	77	63	110	29	67	34	43
	9%	10%	8%	12% <sup>de</sup>	8% <sup>de</sup>	4%	9%	9%	11% <sup>de</sup>	5%	9%	8%	7%	3%	8%	10%	9%	8%	9%	7%	9%	11% <sup>de</sup>
Would not be bothered either way	349	180	169	147	126	76	195	154	212	137	299	27	15	7	105	244	151	198	25	80	126	118
	17%	19%	16%	17%	19%	15%	15%	21% <sup>de</sup>	17%	18%	17%	18%	17%	23%	8%	32% <sup>de</sup>	22% <sup>de</sup>	15%	8%	9%	34% <sup>de</sup>	30% <sup>de</sup>
Would probably want to keep my number	455	207	248	208	134	113	298	157	271	184	399	26	25	5	222	233	172	281	58	164	114	117
	23%	22%	23%	24%	20%	23%	23%	22%	22%	24%	23%	17%	29% <sup>de</sup>	16%	18%	31% <sup>de</sup>	25%	21%	18%	18%	31% <sup>de</sup>	30% <sup>de</sup>
Would definitely want to keep my number	888	395	493	315	305	268	592	296	527	361	759	77	36	16	742	146	240	644	172	566	68	78
	44%	42%	46% <sup>de</sup>	37%	46% <sup>de</sup>	54% <sup>de</sup>	46% <sup>de</sup>	41%	42%	48% <sup>de</sup>	44%	51%	42%	52%	59% <sup>de</sup>	19%	35%	49% <sup>de</sup>	54% <sup>de</sup>	61% <sup>de</sup>	19%	20%
NET: Would keep number	1343	602	741	523	439	381	890	453	798	545	1158	103	61	21	964	379	412	925	230	730	182	195
	67%	64%	70% <sup>de</sup>	61%	67% <sup>de</sup>	77% <sup>de</sup>	69% <sup>de</sup>	63%	64%	72% <sup>de</sup>	67%	68%	71%	68%	77% <sup>de</sup>	50%	60%	70% <sup>de</sup>	72% <sup>de</sup>	79% <sup>de</sup>	50%	50%
NET: Would change number	294	148	146	174	88	32	196	98	227	67	260	20	10	3	176	118	112	181	64	111	48	70
	15%	16%	14%	20% <sup>de</sup>	13% <sup>de</sup>	6%	15%	14%	16% <sup>de</sup>	9%	15%	13%	12%	10%	14%	16%	16%	14%	20% <sup>de</sup>	12%	13%	16% <sup>de</sup>
Don't know/don't recall	23	13	10	9	7	7	8	15	12	11	21	2	-	-	6	17	12	11	2	4	10	7
	1%	1%	1%	1%	1%	1%	1%	2% <sup>de</sup>	1%	1%	1%	1%	-	-	*	2% <sup>de</sup>	2%	1%	1%	*	3% <sup>de</sup>	2% <sup>de</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 28

QA13: And ideally, what do you think you would want to do if you switched again?

Base : All who switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Would definitely want to change my number	121	63	31	63	37	7	28	58	41	26	37	34	40	60	23	62	24
	6%	7%	6%	8%	7%	6%	13%	5%	9%	4%	5%	4%	4%	6%	7%	6%	6%
Would probably want to change my number	173	66	64	76	41	5	42	78	66	31	54	47	59	67	37	75	44
	9%	7%	12%	10%	8%	4%	19%	7%	14%	4%	7%	6%	6%	7%	11%	7%	11%
Would not be bothered either way	349	71	187	79	36	10	43	144	72	34	44	97	106	59	99	69	115
	17%	8%	35%	10%	7%	9%	20%	13%	15%	5%	5%	11%	12%	6%	29%	7%	30%
Would probably want to keep my number	455	164	146	138	89	34	68	226	103	132	142	173	184	159	104	176	111
	23%	18%	27%	17%	18%	30%	31%	21%	22%	18%	18%	20%	20%	17%	30%	17%	29%
Would definitely want to keep my number	888	526	96	435	296	56	33	559	194	496	524	500	524	583	80	635	86
	44%	59%	18%	55%	59%	50%	15%	52%	41%	69%	65%	59%	57%	63%	23%	62%	22%
NET: Would keep number	1343	690	242	573	385	90	101	785	297	628	666	673	708	742	184	811	197
	67%	77%	45%	72%	77%	80%	46%	73%	62%	87%	83%	79%	77%	80%	53%	80%	51%
NET: Would change number	294	129	95	139	78	12	70	136	107	57	91	81	99	127	60	137	68
	15%	14%	18%	17%	16%	11%	32%	13%	22%	8%	11%	9%	11%	14%	17%	13%	18%
Don't know/don't recall	23	5	11	4	1	-	6	10	1	2	3	3	5	2	4	2	5
	1%	1%	2%	1%	*	-	3%	1%	*	*	*	*	1%	*	1%	*	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA14: Which provider do you currently use for the main mobile phone package you personally use and pay for?

Base : All who switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
O2	300	137	163	149	103	48	204	96	212	88	262	22	10	6	188	112	91	209	47	141	44	68
	15%	15%	15%	17% <sup>ae</sup>	16% <sup>ae</sup>	10%	16%	13%	17% <sup>ae</sup>	12%	15%	14%	12%	19%	15%	15%	13%	16%	15%	15%	12%	17% <sup>ae</sup>
EE	293	143	150	150	100	43	193	100	195	98	259	16	14	3	175	118	86	205	37	136	49	69
	15%	15%	14%	18% <sup>ae</sup>	15% <sup>ae</sup>	9%	15%	14%	16%	13%	15%	11%	16%	10%	14%	16%	13%	16%	12%	15%	13%	18% <sup>ae</sup>
Vodafone	246	120	126	122	86	38	164	82	179	67	216	19	7	4	162	84	70	174	28	133	42	41
	12%	13%	12%	14% <sup>ae</sup>	13% <sup>ae</sup>	8%	13%	11%	14% <sup>ae</sup>	9%	12%	13%	8%	13%	13%	11%	10%	13% <sup>ae</sup>	9%	14% <sup>ae</sup>	11%	11%
'3' Mobile/Three	242	111	131	126	73	43	158	84	149	93	210	20	9	3	144	98	81	161	34	110	47	51
	12%	12%	12%	15% <sup>ae</sup>	11%	9%	12%	12%	12%	12%	12%	13%	10%	10%	12%	13%	12%	12%	11%	12%	13%	13%
Tesco	182	88	94	57	59	66	103	79	103	79	147	17	14	4	101	81	79	102	29	71	50	31
	9%	9%	9%	7%	9%	13% <sup>ae</sup>	8%	11% <sup>ae</sup>	8%	10%	8%	11%	16% <sup>ae</sup>	13%	8%	11% <sup>ae</sup>	11% <sup>ae</sup>	8%	9%	8%	14% <sup>ae</sup>	8%
Giffgaff	180	73	107	85	60	35	104	76	101	79	144	18	12	6	94	86	82	98	39	55	43	43
	9%	8%	10%	10%	9%	7%	8%	11%	8%	10%	8%	12%	14%	19% <sup>ae</sup>	8%	11% <sup>ae</sup>	12% <sup>ae</sup>	7%	12% <sup>ae</sup>	6%	12% <sup>ae</sup>	11% <sup>ae</sup>
Virgin Media/ Any Virgin	139	65	74	39	45	55	80	59	80	59	122	11	4	2	88	51	44	95	21	67	23	28
	7%	7%	7%	5%	7%	11% <sup>ae</sup>	6%	8%	6%	8%	7%	7%	5%	6%	7%	7%	6%	7%	7%	7%	6%	7%
TalkTalk	69	34	35	18	30	21	46	23	43	26	55	8	6	-	53	16	25	43	15	37	10	6
	3%	4%	3%	2%	5% <sup>ae</sup>	4% <sup>ae</sup>	4%	3%	3%	3%	3%	5%	7%	-	4% <sup>ae</sup>	2%	4%	3%	5% <sup>ae</sup>	4% <sup>ae</sup>	3%	2%
Talk Mobile	54	22	32	19	17	18	40	14	29	25	50	3	1	-	33	21	16	38	7	26	9	12
	3%	2%	3%	2%	3%	4%	3%	2%	2%	3%	3%	2%	1%	-	3%	3%	2%	3%	2%	3%	2%	3%
Orange	23	13	10	10	8	5	15	8	20	3	20	1	1	1	14	9	12	11	7	7	5	4
	1%	1%	1%	1%	1%	1%	1%	1%	2% <sup>ae</sup>	*	1%	1%	1%	3%	1%	1%	2%	1%	2% <sup>ae</sup>	1%	1%	1%
Sky Mobile	14	3	11	9	2	3	8	6	9	5	12	-	2	-	12	2	6	8	5	7	1	1
	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	-	2%	-	1%	*	1%	1%	2%	1%	*	*
T-Mobile	11	2	9	7	4	-	9	2	10	1	11	-	-	-	9	2	3	8	1	8	2	-
	1%	*	1%	1% <sup>ae</sup>	1%	-	1%	*	1% <sup>ae</sup>	*	1%	-	-	-	1%	*	*	1%	*	1%	1%	-
Lebara	10	4	6	7	3	-	7	3	4	6	9	-	-	-	4	6	5	5	2	2	3	3
	*	1%	1%	1% <sup>ae</sup>	*	-	1%	*	*	1%	1%	-	-	-	*	1%	1%	1%	1%	*	1%	1%
Lycatel	8	3	5	7	1	-	3	5	5	3	8	-	-	-	7	1	6	2	5	2	1	-
	*	*	*	1% <sup>ae</sup>	*	-	*	*	*	*	*	-	-	-	1%	*	1% <sup>ae</sup>	*	2% <sup>ae</sup>	1% <sup>ae</sup>	*	-
Other provider (please type in)	238	125	113	48	69	121	155	83	110	128	213	17	6	2	167	71	81	156	44	123	37	33
	12%	13%	11%	6%	10% <sup>ae</sup>	24% <sup>ae</sup>	12%	12%	9%	17% <sup>ae</sup>	12%	11%	7%	6%	13% <sup>ae</sup>	9%	12%	12%	14% <sup>ae</sup>	13% <sup>ae</sup>	10%	8%

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/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 30

QA14: Which provider do you currently use for the main mobile phone package you personally use and pay for?

Base : All who switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store/ web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
O2	300	128	82	127	72	20	38	154	84	92	107	121	133	139	60	152	68
	15%	14%	15%	16%	14%	18%	17%	14%	18%	13%	13%	14%	14%	15%	17%	15%	18%
EE	293	126	89	102	79	17	23	156	66	101	108	123	128	127	55	137	64
	15%	14%	17%	13%	16%	15%	10%	15%	14%	14%	13%	14%	14%	14%	16%	13%	17%
Vodafone	246	114	53	113	56	9	31	138	64	84	102	100	112	122	49	135	53
	12%	13%	10%	14%	11%	8%	14%	13%	13%	12%	13%	12%	12%	13%	14%	13%	14%
'3' Mobile/Three	242	107	73	98	52	7	32	133	52	86	93	100	109	104	43	119	51
	12%	12%	14%	12%	10%	6%	15%	12%	11%	12%	12%	12%	11%	12%	12%	12%	13%
Tesco	182	64	53	59	42	15	95	28	54	56	70	71	70	24	78	27	
	9%	7%	10%	7%	8%	13%	7%	8%	7%	7%	8%	8%	8%	7%	8%	7%	
Giffgaff	180	63	63	70	29	14	27	98	41	64	74	83	87	73	40	74	40
	9%	7%	12%	9%	6%	13%	12%	9%	9%	9%	10%	9%	9%	8%	12%	7%	
Virgin Media/ Any Virgin	139	68	35	49	37	7	18	76	30	59	63	67	68	72	22	76	22
	7%	8%	7%	6%	7%	6%	8%	7%	6%	8%	8%	8%	7%	8%	6%	7%	
TalkTalk	69	33	10	35	22	5	2	34	19	21	29	24	28	34	7	41	8
	3%	4%	2%	4%	4%	4%	1%	3%	4%	3%	4%	3%	3%	4%	2%	4%	
Talk Mobile	54	24	17	27	13	6	27	15	29	31	29	31	30	12	30	14	
	3%	3%	3%	3%	3%	5%	3%	3%	4%	4%	3%	3%	3%	3%	3%	4%	
Orange	23	11	6	7	8	2	5	8	9	3	5	6	10	9	6	12	
	1%	1%	1%	1%	2%	2%	2%	1%	2%	*	1%	1%	1%	1%	2%	2%	
Sky Mobile	14	10	1	8	5	1	-	4	10	3	4	3	4	7	-	8	
	1%	1%	*	1%	1%	1%	-	*	2%	*	*	3	*	1%	-	-	
T-Mobile	11	3	2	7	3	-	-	2	7	-	1	-	1	6	-	6	
	1%	*	1%	1%	1%	-	-	*	1%	-	*	-	*	1%	-	-	
Lebara	10	3	5	3	1	-	2	2	3	-	1	-	-	1	2	2	
	*	*	1%	*	*	-	1%	*	1%	-	*	-	-	*	1%	1%	
Lycatel	8	6	-	5	2	-	-	2	6	2	2	1	1	4	-	5	
	*	1%	-	1%	*	-	-	*	1%	*	*	*	*	*	-	-	
Other provider (please type in)	238	135	46	85	79	9	21	146	43	123	128	127	135	132	27	145	30
	12%	15%	9%	11%	16%	8%	10%	14%	9%	17%	16%	15%	15%	14%	8%	14%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 31

QA15: And which provider did you switch from when you most recently changed mobile phone network?

Base : All who switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
O2	363	172	191	165	119	79	238	125	228	135	305	34	14	10	233	130	131	229	70	161	61	68
	18%	18%	18%	19%	18%	16%	18%	17%	18%	18%	18%	22%	16%	32%	19%	17%	19%	17%	22%	17%	17%	17%
EE	311	126	185	147	94	70	217	94	191	120	267	24	16	4	196	115	82	229	30	166	52	63
	15%	13%	17%	17%	14%	14%	17%	13%	15%	16%	15%	16%	19%	13%	16%	15%	12%	17%	9%	19%	14%	16%
Vodafone	293	131	162	108	107	78	180	113	181	112	254	20	16	2	175	118	106	186	52	123	54	63
	15%	14%	15%	13%	16%	16%	14%	16%	14%	15%	15%	13%	19%	6%	14%	16%	15%	14%	16%	13%	15%	16%
'3' Mobile/Three	158	79	79	76	55	27	99	59	103	55	138	9	8	3	95	63	45	112	18	76	27	36
	8%	8%	7%	9%	8%	5%	8%	8%	8%	7%	8%	6%	9%	10%	8%	8%	7%	9%	6%	8%	7%	9%
Orange	145	61	84	49	47	49	101	44	99	46	127	12	6	-	94	51	47	98	20	74	27	24
	7%	6%	8%	6%	7%	10%	8%	6%	8%	6%	7%	8%	7%	-	8%	7%	7%	7%	6%	8%	7%	6%
Tesco	132	67	65	55	40	37	75	57	81	51	104	16	8	4	84	48	47	84	22	61	25	23
	7%	7%	6%	6%	6%	7%	6%	8%	6%	7%	6%	11%	9%	13%	7%	6%	7%	6%	7%	7%	7%	6%
T-Mobile	111	45	66	58	33	20	66	45	67	44	104	6	1	-	59	52	41	70	12	47	29	23
	6%	5%	6%	7%	5%	4%	5%	6%	5%	6%	6%	4%	1%	-	5%	7%	6%	5%	4%	5%	8%	6%
Virgin Media/ Any Virgin	106	63	43	35	27	44	67	39	54	52	96	7	3	-	61	45	36	70	17	44	19	26
	5%	7%	4%	4%	4%	9%	5%	5%	4%	7%	6%	5%	3%	-	5%	6%	5%	5%	5%	5%	5%	7%
Giffgaff	82	41	41	47	29	6	59	23	60	22	73	5	2	2	52	30	45	37	25	27	20	10
	4%	4%	4%	6%	4%	1%	5%	3%	5%	3%	4%	3%	2%	6%	4%	4%	7%	3%	6%	3%	5%	3%
TalkTalk	68	34	34	21	30	17	41	27	44	24	59	5	3	1	47	21	19	48	9	37	10	11
	3%	4%	3%	2%	5%	3%	3%	4%	4%	3%	3%	3%	3%	3%	4%	3%	3%	4%	3%	4%	3%	3%
Talk Mobile	37	16	21	17	9	11	23	14	22	15	34	-	2	1	29	8	4	33	3	26	1	7
	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	-	2%	3%	2%	1%	1%	3%	1%	3%	*	2%
Lebara	29	19	10	20	7	2	17	12	21	8	23	2	3	1	19	10	16	13	9	10	7	3
	1%	2%	1%	2%	1%	*	1%	2%	2%	1%	1%	1%	3%	3%	2%	1%	2%	1%	3%	1%	2%	1%
Lycatel	18	9	9	11	6	1	10	8	14	4	17	-	-	-	9	9	8	10	3	6	5	4
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%
Sky Mobile	16	11	5	9	6	1	10	6	15	1	15	1	-	-	15	1	6	10	6	9	-	1
	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	-	-	1%	*	1%	1%	2%	1%	-	*
Other provider (please type in)	140	69	71	35	51	54	86	54	69	71	122	11	4	3	83	57	54	86	25	58	29	28
	7%	7%	7%	4%	8%	11%	7%	8%	6%	9%	7%	7%	5%	10%	7%	8%	8%	7%	8%	6%	8%	7%

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/s/t/u  
\* small base

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 32

QA15: And which provider did you switch from when you most recently changed mobile phone network?

Base : All who switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
O2	363	160	88	150	89	21	30	202	83	126	138	147	156	163	54	191	63
	18%	18%	16%	19%	18%	19%	14%	19%	17%	17%	17%	17%	17%	18%	16%	19%	16%
EE	311	154	81	123	86	12	40	175	73	136	149	167	173	168	60	176	64
	15%	17%	15%	15%	17%	11%	18%	16%	15%	19%	19%	20%	19%	18%	17%	17%	17%
Vodafone	293	118	84	102	78	20	35	158	58	113	119	127	134	142	45	152	58
	15%	13%	16%	13%	16%	18%	16%	15%	12%	16%	15%	15%	15%	15%	13%	15%	15%
'3' Mobile/Three	158	68	48	67	34	6	20	88	40	56	67	72	81	71	34	80	35
	8%	8%	9%	8%	7%	5%	9%	8%	8%	8%	8%	8%	9%	8%	10%	8%	9%
Orange	145	59	29	55	40	8	12	83	27	52	58	62	65	74	24	78	24
	7%	7%	5%	7%	8%	7%	5%	8%	6%	7%	7%	7%	7%	8%	7%	8%	6%
Tesco	132	57	33	44	39	8	12	64	34	51	58	60	69	65	25	68	25
	7%	6%	6%	6%	8%	7%	5%	6%	7%	7%	7%	7%	8%	7%	7%	7%	6%
T-Mobile	111	40	37	47	18	6	18	60	26	35	41	44	48	47	26	51	29
	6%	4%	7%	6%	4%	5%	8%	6%	5%	5%	5%	5%	5%	5%	7%	5%	8%
Virgin Media/ Any Virgin	106	44	35	37	27	6	14	64	17	44	47	55	57	53	24	53	25
	5%	5%	7%	5%	5%	5%	6%	6%	4%	6%	6%	6%	6%	6%	7%	5%	6%
Giffgaff	82	43	24	28	30	3	8	44	20	13	17	14	19	20	9	28	11
	4%	5%	4%	4%	4%	3%	4%	4%	4%	2%	2%	2%	2%	2%	3%	3%	3%
TalkTalk	68	37	18	34	15	2	9	36	22	21	28	21	27	29	10	33	12
	3%	4%	3%	4%	3%	2%	4%	3%	5%	3%	3%	2%	3%	3%	3%	3%	3%
Talk Mobile	37	23	5	17	11	1	2	16	16	12	15	16	18	20	6	23	7
	2%	3%	1%	2%	2%	1%	1%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%
Lebara	29	14	7	14	5	3	2	13	11	4	6	4	5	9	4	11	4
	1%	2%	1%	2%	1%	3%	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%
Lycatel	18	7	7	10	1	1	5	9	5	3	4	6	6	3	6	3	6
	1%	1%	1%	1%	*	1%	2%	1%	1%	*	*	1%	1%	*	2%	*	2%
Sky Mobile	16	13	1	13	3	1	-	4	10	4	5	3	3	10	1	11	1
	1%	1%	*	2%	1%	1%	-	*	2%	1%	1%	*	*	1%	*	1%	*
Other provider (please type in)	140	58	38	54	24	14	13	59	35	51	52	56	57	56	19	61	21
	7%	6%	7%	7%	5%	13%	6%	5%	7%	7%	6%	7%	6%	6%	5%	6%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 33

QA16: When you switched did you have another handset in working order that you could still use to make or receive calls or texts?

Base : All who switched in the last 18 months and moved to full contract from full contract, SIM only, or prepay

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1022	446	576	488	336	198	670	352	694	328	888	79*	40*	15**	686	336	224	798	113	573	111	225
Yes	723	336	387	316	257	150	469	254	510	213	633	57	24	9	488	235	157	566	76	412	81	154
	71%	75% <sup>ab</sup>	67%	65%	76% <sup>ac</sup>	76% <sup>ad</sup>	70%	72%	73% <sup>ad</sup>	65%	71%	72%	60%	60%	71%	70%	70%	71%	67%	72%	73%	68%
No	274	103	171	156	72	46	184	90	168	106	233	21	14	6	180	94	61	213	35	145	26	68
	27%	23%	30%	32% <sup>de</sup>	21%	23%	27%	26%	24%	32% <sup>de</sup>	26%	27%	35%	40%	26%	28%	27%	27%	31%	25%	23%	30%
Don't know	25	7	18	16	7	2	17	8	16	9	22	1	2	-	18	7	6	19	2	16	4	3
	2%	2%	3%	3%	2%	1%	3%	2%	2%	3%	2%	1%	5%	-	3%	2%	3%	2%	2%	3%	4%	1%

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/s/t/u  
\*small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QA16: When you switched did you have another handset in working order that you could still use to make or receive calls or texts?

Base : All who switched in the last 18 months and moved to full contract from full contract, SIM only, or prepay

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1022	488	224	425	268	47*	99*	519	276	376	424	465	500	512	196	561	218
Yes	723	350	159	304	202	33	76	366	202	276	316	342	368	376	130	407	145
	71%	72%	71%	72%	75%	70%	77%	71%	73%	73%	75%	74%	74%	73%	66%	73%	67%
No	274	124	58	111	62	14	22	146	69	92	99	114	122	125	61	143	68
	27%	25%	26%	26%	23%	30%	22%	28%	25%	24%	23%	25%	24%	24%	31%	25%	31%
Don't know	25	14	7	10	4	-	1	7	5	8	9	9	10	11	5	11	5
	2%	3%	3%	2%	1%	-	1%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 35

QB1: Thinking back to when you switched your mobile provider and kept your phone number, you would have needed to get a code (a Port Authorisation Code or .PAC.) from your previous provider to give to your new provider, and may have told your previous provider that you wanted to end your contract/cancel your service. Did you do both of these, and if so did you do them at the same time, or at different times?

Base : All PAC switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1251	607	644	524	421	306	834	417	850	401	1075	103	50*	22**	1251	-**	321	925	321	925	-**	-**
Requested a PAC and told them I wanted to cancel at the same time	789	393	396	267	284	238	535	254	508	281	675	69	28	17	789	-	201	586	201	586	-	-
	63%	65%	61%	51%	67%	78%	64%	61%	60%	70%	63%	67%	56%	77%	63%	-	63%	63%	63%	63%	-	-
Requested a PAC and told them I wanted to cancel on separate occasions	190	80	110	107	57	26	124	66	147	43	172	12	5	1	190	-	32	157	32	157	-	-
	15%	13%	17%	20%	14%	8%	15%	16%	17%	11%	16%	12%	10%	5%	15%	-	10%	17%	10%	17%	-	-
Only requested a PAC, I didn't tell them I wanted to end my contract/cancel my service	181	102	79	101	51	29	126	55	138	43	153	13	10	4	181	-	64	117	64	117	-	-
	14%	17%	12%	19%	12%	9%	15%	13%	16%	11%	14%	13%	20%	18%	14%	-	20%	13%	20%	13%	-	-
Don't know/can't recall	91	32	59	49	29	13	49	42	57	34	75	9	7	-	91	-	24	65	24	65	-	-
	7%	5%	9%	9%	7%	4%	6%	10%	7%	8%	7%	9%	14%	-	7%	-	7%	7%	7%	7%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB1: Thinking back to when you switched your mobile provider and kept your phone number, you would have needed to get a code (a Port Authorisation Code or .PAC.) from your previous provider to give to your new provider, and may have told your previous provider that you wanted to end your contract/cancel your service. Did you do both of these, and if so did you do them at the same time, or at different times?

Base : All PAC switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1251	895	-**	728	467	-**	-**	735	348	678	757	618	666	930	-*	1019	-**
Requested a PAC and told them I wanted to cancel at the same time	789	558	-	464	326	-	-	585	119	507	540	507	540	638	-	695	-
	63%	62%	-	64%	70%	-	-	80%	34%	75%	71%	82%	81%	69%	-	68%	-
Requested a PAC and told them I wanted to cancel on separate occasions	190	134	-	127	67	-	-	-	190	89	113	93	105	147	-	160	-
	15%	15%	-	17%	14%	-	-	-	55%	13%	15%	15%	16%	16%	-	16%	-
Only requested a PAC, I didn't tell them I wanted to end my contract/cancel my service	181	139	-	122	61	-	-	124	31	64	83	-	-	110	-	125	-
	14%	16%	-	17%	13%	-	-	17%	9%	9%	11%	-	-	12%	-	12%	-
Don't know/can't recall	91	64	-	15	13	-	-	26	8	18	21	18	21	35	-	39	-
	7%	7%	-	2%	3%	-	-	4%	2%	3%	3%	3%	3%	4%	-	4%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 37

QB2: Thinking back to when you switched your mobile provider, did you at any point request a code (a PAC) from your previous provider to give to your new provider that would have allowed you to keep your old number?

Base : All C&R switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Con tract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Con tract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	758	336	422	329	239	190	455	303	399	359	663	49*	36*	9**	-**	758	366	390	-**	-**	366	390
Yes	104	46	58	50	31	23	64	40	57	47	93	5	5	1	-	104	31	73	-	-	31	73
	14%	14%	14%	15%	13%	12%	14%	13%	14%	13%	14%	10%	14%	11%	-	14%	8%	19%	-	-	8%	19%
No	582	257	325	238	192	152	344	238	305	277	507	39	29	7	-	582	300	281	-	-	300	281
	77%	76%	77%	72%	80%	80%	76%	79%	76%	77%	76%	80%	81%	78%	-	77%	62%	72%	-	-	62%	72%
Don't know/don't recall	72	33	39	41	16	15	47	25	37	35	63	5	2	1	-	72	35	36	-	-	35	36
	9%	10%	9%	12%	7%	8%	10%	8%	9%	10%	10%	10%	6%	11%	-	9%	10%	9%	-	-	10%	9%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB2: Thinking back to when you switched your mobile provider, did you at any point request a code (a PAC) from your previous provider to give to your new provider that would have allowed you to keep your old number?

Base : All C&R switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
<b>Total</b>																	
Total	758	-**	535	67*	33*	112	220	340	129	43*	47*	236	252	-*	347	-**	385
Yes	104	-	75	67	33	27	35	52	35	43	47	45	50	-	65	-	75
	14%	-	14%	100%	100%	24%	16%	15%	27%	100%	100%	19%	20%	-	19%	-	19%
No	582	-	415	-	-	73	170	265	82	-	-	172	181	-	250	-	277
	77%	-	78%	-	-	65%	77%	70%	64%	-	-	73%	72%	-	72%	-	72%
Don't know/don't recall	72	-	45	-	-	12	15	23	12	-	-	19	21	-	32	-	33
	9%	-	8%	-	-	11%	7%	7%	9%	-	-	8%	8%	-	9%	-	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 39

QB3: And at what point did you request a PAC from your previous mobile provider?

Base : All PAC switched and all C&R that requested a PAC

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1355	653	702	574	452	329	898	457	907	448	1168	108	55*	23**	1251	104	352	998	321	925	31*	73*
After I had signed up with my new provider	500	242	258	204	163	133	342	158	329	171	440	35	18	7	467	33	151	346	142	322	9	24
	37%	37%	37%	36%	36%	40%	38%	35%	36%	38%	38%	32%	33%	30%	37%	32%	43%	35%	44%	35%	29%	33%
After I had decided to switch to my new provider, but before I had signed up	460	213	247	186	154	120	304	156	302	158	393	38	20	9	425	35	108	352	98	327	10	25
	34%	33%	35%	32%	34%	36%	34%	34%	33%	35%	34%	35%	36%	39%	34%	34%	31%	35%	31%	35%	32%	34%
After I had looked at alternatives but before I had made a final decision on an alternative mobile provider	230	120	110	126	69	35	160	70	173	57	191	22	11	6	213	17	58	171	53	159	5	12
	17%	18%	16%	22%	15%	11%	18%	15%	19%	13%	16%	20%	20%	26%	17%	16%	16%	17%	17%	17%	16%	16%
Before I had looked at alternatives	153	88	65	71	61	21	102	51	124	29	135	13	3	1	134	19	38	114	31	102	7	12
	11%	13%	9%	12%	13%	6%	11%	11%	14%	6%	12%	12%	5%	4%	11%	16%	11%	11%	10%	11%	23%	16%
Don't know/don't recall	102	34	68	47	32	23	57	45	60	42	89	6	6	1	94	8	20	81	19	74	1	7
	8%	5%	10%	8%	7%	7%	6%	10%	7%	9%	8%	6%	11%	4%	8%	8%	6%	8%	6%	8%	3%	10%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 40

QB3: And at what point did you request a PAC from your previous mobile provider?

Base : All PAC switched and all C&R that requested a PAC

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	1355	895	75*	795	500	27**	35*	787	383	721	804	663	716	930	65*	1019	75*
After I had signed up with my new provider	500 37%	334 37%	25 33%	42 5%	500 100%	8 30%	10 29%	320 41%	139 36%	298 41%	330 41%	273 41%	291 41%	366 39%	22 34%	398 39%	24 32%
After I had decided to switch to my new provider, but before I had signed up	460 34%	301 34%	22 29%	460 58%	24 5%	13 48%	10 29%	287 36%	129 34%	263 36%	297 37%	240 36%	262 37%	343 37%	21 32%	371 36%	26 35%
After I had looked at alternatives but before I had made a final decision on an alternative mobile provider	230 17%	162 18%	15 20%	230 29%	18 4%	3 11%	8 23%	118 15%	83 22%	97 13%	124 15%	96 14%	110 15%	156 17%	8 12%	175 17%	13 17%
Before I had looked at alternatives	153 11%	91 10%	14 19%	153 19%	16 3%	4 15%	11 31%	65 8%	73 19%	53 7%	78 10%	47 7%	62 9%	96 10%	12 18%	108 11%	12 16%
Don't know/don't recall	102 8%	65 7%	6 8%	-	-	-	2 6%	30 4%	10 3%	29 4%	31 4%	27 4%	29 4%	41 4%	5 8%	46 5%	5 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 41

QB4A How did you contact your previous provider to request a PAC and cancel your service?

Base : All PAC switched and requested PAC and cancelled at the same time or don't recall

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	880	425	455	316	313	251	584	296	565	315	750	78*	35*	17**	880	-**	225	651	225	651	-**	-**
Telephone	561	278	283	186	203	172	378	183	350	211	486	38	25	12	561	-	127	433	127	433	-	-
	64%	65%	62%	59%	65%	69%	65%	62%	62%	67%	65%	49%	71%	71%	64%	-	56%	67%	56%	67%	-	-
Web-chat	78	39	39	35	33	10	51	27	61	17	63	10	4	1	78	-	18	60	18	60	-	-
	9%	9%	9%	11%	11%	4%	9%	9%	11%	5%	8%	13%	11%	6%	9%	-	8%	9%	8%	9%	-	-
Email	65	36	29	27	20	18	41	24	44	21	55	8	1	1	65	-	26	38	26	38	-	-
	7%	8%	6%	9%	6%	7%	7%	8%	8%	7%	7%	10%	3%	6%	7%	-	12%	6%	12%	6%	-	-
Via web-form	52	31	21	21	17	14	35	17	35	17	44	5	3	-	52	-	17	35	17	35	-	-
	6%	7%	5%	7%	5%	6%	6%	6%	6%	5%	6%	6%	9%	-	6%	-	8%	5%	8%	5%	-	-
In-store sales agent - new provider	51	25	26	24	10	17	35	16	36	15	43	6	2	-	51	-	23	28	23	28	-	-
	6%	6%	6%	8%	3%	7%	6%	5%	6%	5%	6%	8%	6%	-	6%	-	10%	4%	10%	4%	-	-
In-store sales agent - previous provider	43	25	18	17	15	11	34	9	32	11	36	6	1	-	43	-	18	25	18	25	-	-
	5%	6%	4%	5%	5%	4%	6%	3%	6%	3%	5%	8%	3%	-	5%	-	8%	4%	8%	4%	-	-
In-store sales agent - third party, e.g. Carphone Warehouse	38	19	19	16	13	9	27	11	29	9	33	2	1	2	38	-	11	27	11	27	-	-
	4%	4%	4%	5%	4%	4%	5%	4%	5%	3%	4%	3%	3%	12%	4%	-	5%	4%	5%	4%	-	-
Post	22	11	11	16	6	-	16	6	18	4	18	3	-	1	22	-	9	13	9	13	-	-
	3%	3%	2%	5%	2%	-	3%	2%	3%	1%	2%	4%	-	6%	3%	-	4%	2%	4%	2%	-	-
Provider contacted me	5	2	3	-	4	1	3	2	3	2	4	-	1	-	5	-	1	4	1	4	-	-
	1%	*	1%	-	1%	*	1%	1%	1%	1%	1%	-	3%	-	1%	-	*	1%	*	1%	-	-
Other (please type in)	2	1	1	-	-	2	1	1	1	1	2	-	-	-	2	-	1	1	1	1	-	-
	*	*	*	-	-	1%	*	*	*	*	*	-	-	-	*	-	*	*	*	*	-	-
Don't know/can't recall	50	15	35	28	15	7	28	22	28	22	44	6	-	-	50	-	15	33	15	33	-	-
	6%	4%	8%	9%	5%	3%	5%	7%	5%	7%	6%	8%	-	6%	-	7%	5%	7%	5%	7%	-	-
NET: Telephone/in-store	673	334	339	230	235	208	458	215	428	245	579	51	29	14	673	-	167	505	167	505	-	-
	76%	79%	75%	73%	75%	83%	78%	73%	76%	78%	77%	65%	83%	82%	76%	-	74%	78%	74%	78%	-	-
NET: Telephone/in-store/email/post	730	361	369	255	254	221	496	234	470	260	627	58	29	16	730	-	188	540	188	540	-	-
	83%	85%	81%	81%	81%	86%	85%	79%	83%	83%	84%	74%	83%	94%	83%	-	84%	83%	84%	83%	-	-
NET: Telephone/in-store/web-chat	734	364	370	254	264	216	495	239	474	260	626	61	32	15	734	-	179	554	179	554	-	-
	83%	86%	81%	80%	84%	86%	85%	81%	84%	83%	83%	78%	91%	88%	83%	-	80%	85%	80%	85%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 42

QB4A How did you contact your previous provider to request a PAC and cancel your service?

Base : All PAC switched and requested PAC and cancelled at the same time or don't recall

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	880															
Telephone	561															
Web-chat	78															
Email	65															
Via web-form	52															
In-store sales agent - new provider	51															
In-store sales agent - previous provider	43															
In-store sales agent - third party, e.g. Carphone Warehouse	38															
Post	22															
Provider contacted me	5															
Other (please type in)	2															
Don't know/can't recall	50															
NET: Telephone/in-store	673															
NET: Telephone/in-store/email/post	730															
NET: Telephone/in-store/web-chat	734															

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 43

QB4B How did you contact your previous provider to request a PAC code?

Base : All PAC switched and requested PAC and cancelled at different times, only requested PAC, or C&R switched and requested a PAC

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	475	228	247	258	139	78*	314	161	342	133	418	30*	20**	6**	371	104	127	347	96*	274	31*	73*
Telephone	243	117	126	122	72	49	170	73	169	74	214	18	8	3	196	47	68	175	53	143	15	32
	51%	51%	51%	47%	52%	63%	54%	45%	49%	56%	51%	60%	40%	50%	53%	45%	54%	50%	55%	52%	48%	44%
Email	89	46	43	52	28	9	64	25	74	15	83	4	1	1	77	12	21	68	19	58	2	10
	19%	20%	17%	20%	20%	12%	20%	16%	22%	11%	20%	13%	5%	17%	21%	12%	17%	20%	20%	21%	6%	14%
Web-chat	62	37	25	37	21	4	40	22	50	12	55	6	-	1	47	15	12	50	8	39	4	11
	13%	16%	10%	14%	15%	5%	13%	14%	15%	9%	13%	20%	-	17%	13%	14%	9%	14%	8%	14%	13%	15%
Post	30	16	14	19	9	2	20	10	29	1	28	1	-	-	24	6	5	25	5	19	-	6
	6%	7%	6%	7%	6%	3%	6%	6%	8%	1%	7%	3%	-	-	6%	6%	4%	7%	5%	7%	-	8%
In-store sales agent - previous provider	44	19	25	33	8	3	31	13	40	4	40	1	3	-	37	7	6	38	5	32	1	6
	9%	8%	10%	13%	6%	4%	10%	8%	12%	3%	10%	3%	15%	-	10%	7%	5%	11%	5%	12%	3%	8%
In-store sales agent - new provider	41	23	18	31	7	3	30	11	33	8	38	1	2	-	32	9	11	30	7	25	4	5
	9%	10%	7%	12%	5%	4%	10%	7%	10%	6%	9%	3%	10%	-	9%	9%	9%	9%	7%	9%	13%	7%
In-store sales agent - third party, e.g. Carphone Warehouse	34	16	18	23	10	1	20	14	29	5	29	2	2	1	26	8	7	27	7	19	-	8
	7%	7%	7%	9%	7%	1%	6%	9%	8%	4%	7%	7%	10%	17%	7%	8%	6%	8%	7%	7%	-	11%
Via web-form	54	27	27	27	20	7	36	18	33	21	47	4	3	-	39	15	17	37	14	25	3	12
	11%	12%	11%	10%	14%	9%	11%	11%	10%	16%	11%	13%	15%	-	11%	14%	13%	11%	15%	9%	10%	16%
Other (please type in)	3	1	2	1	1	1	1	2	2	1	3	-	-	-	2	1	1	1	1	-	-	1
	1%	-	1%	-	1%	1%	-	1%	1%	1%	1%	-	-	-	1%	1%	1%	-	1%	-	-	1%
Provider contacted me	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't recall	9	3	6	4	1	4	5	4	7	2	8	-	1	-	3	6	3	6	1	2	2	4
	2%	1%	2%	2%	1%	5%	2%	2%	2%	2%	2%	-	5%	-	1%	6%	2%	2%	1%	1%	6%	5%
NET: Telephone/in-store	323	153	170	180	88	55	220	103	233	90	284	20	15	4	257	66	85	238	65	192	20	46
	68%	67%	69%	70%	63%	71%	70%	64%	68%	68%	68%	67%	75%	67%	69%	63%	67%	69%	68%	70%	65%	63%
NET: Telephone/in-store/email/post	386	185	201	216	107	63	262	124	285	101	341	23	16	5	310	76	100	286	78	232	22	54
	81%	81%	81%	84%	77%	81%	83%	77%	83%	76%	82%	77%	80%	83%	84%	73%	79%	82%	81%	85%	71%	74%
NET: Telephone/in-store/web-chat	361	173	188	200	103	58	242	119	261	100	316	25	15	5	285	76	95	266	71	214	24	52
	76%	76%	76%	78%	74%	74%	77%	74%	76%	75%	76%	83%	75%	83%	77%	73%	75%	77%	74%	78%	77%	71%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 44

QB4B How did you contact your previous provider to request a PAC code?

Base : All PAC switched and requested PAC and cancelled at different times, only requested PAC, or C&R switched and requested a PAC

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
																	Total
Total	475	273	75*	316	161	27**	35*	176	256	196	243	138	155	257	65*	285	75*
Telephone	243	147	33	159	92	14	16	87	139	196	243	118	132	196	41	196	41
	51%	54%	44%	50%	57%	52%	46%	49%	54%	100%	100%	86%	85%	76%	63%	69%	55%
Email	89	57	10	75	22	1	8	34	49	-	30	10	19	32	5	34	5
	19%	21%	13%	24%	14%	4%	23%	19%	19%	-	12%	7%	12%	12%	8%	12%	7%
Web-chat	62	34	11	43	27	4	7	26	33	-	20	4	10	19	5	47	11
	13%	12%	15%	14%	17%	15%	20%	15%	13%	-	8%	3%	6%	7%	8%	16%	15%
Post	30	15	6	25	12	-	5	12	16	-	10	5	4	14	3	14	5
	6%	5%	8%	8%	7%	-	14%	7%	6%	-	4%	1%	3%	5%	5%	5%	7%
In-store sales agent - previous provider	44	23	7	32	18	-	4	11	26	-	10	6	9	37	4	37	4
	9%	8%	9%	10%	11%	-	11%	6%	10%	-	4%	4%	6%	14%	6%	13%	5%
In-store sales agent - new provider	41	18	9	37	13	-	3	13	27	-	13	3	5	32	7	32	8
	9%	7%	12%	12%	8%	-	9%	7%	11%	-	5%	2%	3%	12%	11%	11%	11%
In-store sales agent - third party, e.g. Carphone Warehouse	34	15	6	26	11	2	5	9	21	-	7	1	2	26	5	26	6
	7%	5%	8%	8%	7%	7%	14%	5%	8%	-	3%	1%	1%	10%	8%	9%	8%
Via web-form	54	30	10	31	26	6	4	26	21	-	9	3	5	9	3	9	5
	11%	11%	13%	10%	16%	22%	11%	15%	8%	-	4%	2%	3%	4%	5%	3%	7%
Other (please type in)	3	1	-	2	1	1	-	-	2	-	-	-	-	-	-	-	-
	1%	-	-	1%	1%	4%	-	-	1%	-	-	-	-	-	-	-	-
Provider contacted me	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't recall	9	1	4	3	2	1	1	3	3	-	-	-	-	-	1	-	1
	2%	-	5%	1%	1%	4%	3%	2%	1%	-	-	-	-	-	2%	-	1%
NET: Telephone/in-store	323	186	50	218	113	16	23	109	188	196	243	128	142	257	56	257	57
	68%	68%	67%	69%	70%	59%	66%	62%	73%	100%	100%	93%	92%	100%	86%	90%	76%
NET: Telephone/in-store/email/post	386	228	58	268	125	17	29	137	218	196	243	134	150	257	60	259	62
	81%	84%	77%	85%	78%	63%	83%	78%	85%	100%	100%	97%	97%	100%	92%	91%	83%
NET: Telephone/in-store/web-chat	361	207	56	244	126	19	26	125	208	196	243	131	146	257	58	285	65
	76%	76%	75%	77%	78%	70%	74%	71%	81%	100%	100%	95%	94%	100%	89%	100%	87%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 45

QB4A/B How did you contact your previous provider to request a PAC code?

Base : All PAC switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)		
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)		
Total	1251	607	644	524	421	306	834	417	850	401	1075	103	50*	22**	1251	-**	321	925	321	925	-**	-**	
Telephone	757	371	386	288	260	209	514	243	490	267	657	53	32	15	757	-	180	576	180	576	-	-	
	61%	61%	60%	55%	62%	68%	62%	58%	58%	67%	61%	51%	64%	68%	61%	-	56%	62%	56%	62%	-	-	
Email	142	75	67	74	44	24	100	42	111	31	126	12	2	2	142	-	45	96	45	96	-	-	
	11%	12%	10%	14%	10%	8%	12%	10%	13%	8%	12%	12%	4%	9%	11%	-	14%	10%	14%	10%	-	-	
Web-chat	125	68	57	61	52	12	82	43	103	22	105	15	4	1	125	-	26	99	26	99	-	-	
	10%	11%	9%	12%	12%	4%	10%	10%	12%	5%	10%	15%	8%	5%	10%	-	8%	11%	8%	11%	-	-	
Post	46	24	22	30	14	2	32	14	41	5	40	4	-	1	46	-	14	32	14	32	-	-	
	4%	4%	3%	6%	3%	1%	4%	3%	5%	1%	4%	4%	-	5%	4%	-	4%	3%	4%	3%	-	-	
In-store sales agent - previous provider	80	41	39	44	22	14	61	19	66	14	70	7	3	-	80	-	23	57	23	57	-	-	
	6%	7%	6%	6%	5%	5%	7%	5%	8%	3%	7%	7%	6%	-	6%	-	3%	7%	6%	7%	6%	-	-
In-store sales agent - new provider	83	44	39	50	15	18	57	26	65	18	73	7	3	-	83	-	30	53	30	53	-	-	
	7%	7%	6%	10%	4%	6%	7%	6%	9%	4%	7%	7%	6%	-	7%	-	9%	6%	9%	6%	-	-	
In-store sales agent - third party, e.g. Carphone Warehouse	64	30	34	34	20	10	42	22	51	13	54	4	3	3	64	-	18	46	18	46	-	-	
	5%	5%	5%	6%	5%	3%	5%	5%	6%	3%	5%	4%	6%	14%	5%	-	6%	5%	6%	5%	-	-	
Via web-form	91	52	39	41	31	19	65	26	64	27	78	8	5	-	91	-	31	60	31	60	-	-	
	7%	9%	6%	8%	7%	6%	8%	6%	8%	7%	7%	8%	10%	-	7%	-	10%	6%	10%	6%	-	-	
Other (please type in)	4	2	2	1	-	3	1	3	2	2	4	-	-	-	4	-	2	1	2	1	-	-	
	*	*	*	*	1%	*	*	1%	*	*	*	-	-	-	*	-	1%	*	1%	*	-	-	
Provider contacted me	5	2	3	-	4	1	3	2	3	2	4	-	1	-	5	-	2	4	1	4	-	-	
	*	*	*	-	1%	*	*	*	*	*	*	-	2%	-	*	-	*	*	*	*	-	-	
Don't know/can't recall	53	16	37	30	15	8	30	23	31	22	47	6	-	-	53	-	16	35	16	35	-	-	
	4%	3%	6%	6%	4%	3%	4%	6%	4%	5%	4%	6%	-	-	4%	-	5%	4%	5%	4%	-	-	
NET: Telephone/in-store	930	455	475	378	303	249	632	298	620	310	803	68	41	18	930	-	232	697	232	697	-	-	
	74%	75%	74%	72%	72%	81%	76%	71%	73%	77%	75%	66%	82%	82%	74%	-	72%	75%	72%	75%	-	-	
NET: Telephone/in-store/email/post	1040	510	530	435	338	267	707	333	708	332	898	78	42	21	1040	-	266	772	266	772	-	-	
	83%	84%	82%	83%	80%	87%	85%	80%	83%	83%	84%	76%	84%	95%	83%	-	83%	83%	83%	83%	-	-	
NET: Telephone/in-store/web-chat	1019	501	518	415	345	259	686	333	690	329	874	82	44	19	1019	-	250	768	250	768	-	-	
	81%	83%	80%	79%	82%	85%	82%	80%	81%	82%	81%	80%	88%	86%	81%	-	78%	83%	78%	83%	-	-	

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 46

QB4A/B How did you contact your previous provider to request a PAC code?

Base : All PAC switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	1251	895	-**	728	467	-**	-**	735	348	678	757	618	666	930	-*	1019	-**
Telephone	757	545	-	441	311	-	-	477	210	678	757	606	652	757	-	757	-
	61%	61%	-	61%	67%	-	-	65%	60%	100%	100%	98%	98%	81%	-	74%	-
Email	142	99	-	106	41	-	-	65	62	-	46	8	34	51	-	55	-
	11%	11%	-	15%	9%	-	-	9%	16%	-	6%	1%	5%	5%	-	5%	-
Web-chat	125	92	-	84	52	-	-	69	44	-	29	2	18	36	-	125	-
	10%	10%	-	12%	11%	-	-	9%	13%	-	4%	*	3%	4%	-	12%	-
Post	46	29	-	37	18	-	-	21	20	-	12	-	6	21	-	22	-
	4%	3%	-	5%	4%	-	-	3%	6%	-	2%	-	1%	2%	-	2%	-
In-store sales agent - previous provider	80	57	-	57	34	-	-	34	38	-	12	4	10	80	-	80	-
	6%	6%	-	8%	7%	-	-	5%	11%	-	2%	1%	2%	9%	-	8%	-
In-store sales agent - new provider	83	58	-	61	29	-	-	43	33	-	16	1	7	83	-	83	-
	7%	6%	-	8%	6%	-	-	6%	9%	-	2%	*	1%	9%	-	8%	-
In-store sales agent - third party, e.g. Carphone Warehouse	64	38	-	46	19	-	-	23	28	-	11	1	7	64	-	64	-
	5%	4%	-	6%	4%	-	-	3%	8%	-	1%	*	1%	7%	-	6%	-
Via web-form	91	68	-	52	43	-	-	59	20	-	15	3	12	22	-	23	-
	7%	8%	-	7%	9%	-	-	8%	6%	-	2%	*	2%	2%	-	2%	-
Other (please type in)	4	3	-	3	1	-	-	2	1	-	-	-	-	-	-	-	-
	*	*	-	*	*	-	-	*	*	-	-	-	-	-	-	-	-
Provider contacted me	5	3	-	3	-	-	-	5	-	-	-	-	-	-	-	-	-
	*	*	-	*	-	-	-	1%	-	-	-	-	-	-	-	-	-
Don't know/can't recall	53	37	-	9	10	-	-	10	2	-	-	-	-	-	-	-	-
	4%	4%	-	1%	2%	-	-	1%	1%	-	-	-	-	-	-	-	-
NET: Telephone/in-store	930	663	-	557	366	-	-	561	274	678	757	612	658	930	-	930	-
	74%	74%	-	77%	78%	-	-	76%	79%	100%	100%	99%	99%	100%	-	91%	-
NET: Telephone/in-store/email/post	1040	741	-	632	395	-	-	622	309	678	757	615	663	930	-	935	-
	83%	83%	-	87%	85%	-	-	85%	89%	100%	100%	100%	100%	100%	-	92%	-
NET: Telephone/in-store/web-chat	1019	730	-	611	398	-	-	615	299	678	757	614	660	930	-	1019	-
	81%	82%	-	84%	85%	-	-	84%	86%	100%	100%	99%	99%	100%	-	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 47

QB4C And how did you contact your previous provider to cancel?

Base : All PAC switched and requested PAC and cancelled at different times, or C&R switched

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	948	416	532	436	296	216	579	369	546	402	835	61*	41*	10**	190	758	398	547	32*	157	366	390
Telephone	357	157	200	192	102	63	234	123	235	122	319	20	17	1	105	252	87	270	20	85	67	185
	38%	38%	38%	44% <sup>de</sup>	34%	29%	40% <sup>gd</sup>	33%	43% <sup>hd</sup>	30%	38%	33%	41%	10%	55% <sup>no</sup>	33%	22%	49% <sup>pq</sup>	63% <sup>rs</sup>	54% <sup>tu</sup>	18%	47% <sup>uv</sup>
Email	94	43	51	45	35	14	60	34	67	27	83	5	5	1	33	61	35	59	9	24	26	35
	10%	10%	10%	10%	12% <sup>ae</sup>	6%	10%	9%	12% <sup>he</sup>	7%	10%	8%	12%	10%	17% <sup>oo</sup>	8%	9%	11%	28% <sup>uu</sup>	15% <sup>vv</sup>	7%	9%
Web-chat	62	29	33	38	17	7	37	25	41	21	53	6	2	1	17	45	14	48	2	15	12	33
	7%	7%	6%	9% <sup>ie</sup>	6%	3%	6%	7%	8%	5%	6%	10%	5%	10%	9%	6%	4%	9% <sup>pe</sup>	6%	10% <sup>de</sup>	3%	8% <sup>fe</sup>
Post	19	11	8	9	8	2	16	3	17	2	18	1	-	-	11	8	2	17	1	10	1	7
	2%	3%	2%	2%	3%	1%	3% <sup>cd</sup>	1%	3% <sup>id</sup>	*	2%	2%	-	-	6% <sup>od</sup>	1%	1%	3% <sup>pd</sup>	3% <sup>ud</sup>	6% <sup>ud</sup>	*	2% <sup>ud</sup>
In-store sales agent - previous provider	52	15	37	35	10	7	28	24	36	16	44	4	3	1	14	38	14	38	1	13	13	25
	5%	4%	7% <sup>ae</sup>	8% <sup>de</sup>	3%	3%	5%	7%	7%	4%	5%	7%	7%	10%	7%	5%	4%	7% <sup>pe</sup>	3%	8% <sup>de</sup>	4%	6%
In-store sales agent - new provider	57	28	29	33	17	7	34	23	40	17	49	4	3	1	17	40	16	40	1	16	15	24
	6%	7%	5%	8% <sup>ie</sup>	6%	3%	6%	6%	7% <sup>ie</sup>	4%	6%	7%	7%	10%	9%	5%	4%	7% <sup>pe</sup>	3%	10% <sup>de</sup>	4%	6%
In-store sales agent - third party, e.g. Carphone Warehouse	44	16	28	27	11	6	25	19	29	15	43	1	-	-	18	26	11	33	2	16	9	17
	5%	4%	5%	6%	4%	3%	4%	5%	5%	4%	5%	2%	-	-	9% <sup>od</sup>	3%	3%	6% <sup>pe</sup>	6%	10% <sup>de</sup>	2%	4%
Via web-form	59	31	28	29	20	10	35	24	34	25	49	6	4	-	12	47	19	40	3	9	16	31
	6%	7%	5%	7%	7%	5%	6%	7%	6%	6%	6%	10%	10%	-	6%	6%	5%	7%	9%	6%	4%	8% <sup>fe</sup>
Other (please type in)	117	58	59	20	45	52	72	45	57	60	103	7	6	1	2	115	92	23	-	1	92	22
	12%	14%	11%	5%	15% <sup>nc</sup>	24% <sup>nd</sup>	12%	12%	10%	15% <sup>nd</sup>	12%	11%	15%	10%	1%	15% <sup>oh</sup>	23% <sup>oi</sup>	4%	-	1%	25% <sup>ou</sup>	6% <sup>uv</sup>
Provider contacted me	14	7	7	6	4	4	7	6	8	12	12	-	1	1	7	14	9	5	-	9	5	5
	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	-	2%	10%	-	2%	2%	1%	-	-	2% <sup>ae</sup>	1%
Don't know/can't recall	158	66	92	50	56	52	89	69	58	100	137	13	4	3	2	156	116	42	-	2	116	40
	17%	16%	17%	11%	19% <sup>nc</sup>	24% <sup>nd</sup>	15%	19%	11%	23% <sup>nd</sup>	16%	21%	10%	30%	1%	21% <sup>oh</sup>	29% <sup>oi</sup>	8%	-	1%	32% <sup>ou</sup>	10% <sup>uv</sup>
NET: Telephone/in-store	490	206	284	277	131	82	307	183	321	169	439	27	21	3	143	347	124	365	22	121	102	244
	52%	50%	53%	64% <sup>de</sup>	44%	38%	53%	50%	59% <sup>hd</sup>	42%	53%	44%	51%	30%	75% <sup>no</sup>	46%	31%	67% <sup>pq</sup>	69% <sup>rs</sup>	77% <sup>tu</sup>	28%	63% <sup>uv</sup>
NET: Telephone/in-store/email/post	571	242	329	312	165	94	360	211	378	193	510	32	25	4	172	399	156	414	30	142	126	272
	60%	58%	62%	72% <sup>de</sup>	50% <sup>ae</sup>	44%	62%	57%	69% <sup>hd</sup>	48%	61%	52%	61%	40%	91% <sup>oo</sup>	53%	39%	76% <sup>pp</sup>	84% <sup>uu</sup>	90% <sup>vv</sup>	34%	70% <sup>ww</sup>
NET: Telephone/in-store/web-chat	540	228	312	308	145	87	336	204	352	188	481	32	23	4	155	385	134	405	22	133	112	272
	57%	55%	59%	71% <sup>de</sup>	49%	40%	58%	55%	64% <sup>hd</sup>	47%	58%	52%	56%	40%	82% <sup>oo</sup>	51%	34%	74% <sup>pp</sup>	69% <sup>rs</sup>	85% <sup>tu</sup>	31%	70% <sup>ww</sup>

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 48

QB4C And how did you contact your previous provider to cancel?

Base : All PAC switched and requested PAC and cancelled at different times, or C&R switched

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	948	535	194	100	112	220	340	319	132	160	329	357	147	347	160	385
Telephone	357	175	106	53	35	87	144	177	115	132	329	357	97	252	99	252
	38%	33%	55%	53%	31%	40%	42%	55%	87%	83%	100%	100%	66%	73%	62%	65%
Email	94	44	33	13	8	30	31	56	6	18	-	21	17	12	23	15
	10%	8%	17%	13%	7%	14%	9%	18%	11%	-	-	6%	12%	3%	14%	4%
Web-chat	62	38	23	12	3	21	27	28	4	11	-	9	11	7	14	45
	7%	7%	12%	12%	3%	10%	8%	9%	3%	7%	-	3%	7%	2%	9%	12%
Post	19	7	11	7	-	5	4	14	2	5	-	4	5	4	6	5
	2%	1%	6%	7%	-	2%	1%	4%	2%	3%	-	1%	3%	1%	4%	1%
In-store sales agent - previous provider	52	30	8	12	7	11	27	19	3	9	-	4	13	38	13	38
	5%	6%	4%	12%	6%	5%	8%	6%	2%	6%	-	1%	9%	11%	8%	10%
In-store sales agent - new provider	57	30	18	7	5	10	30	19	1	4	-	4	14	40	15	40
	6%	6%	9%	7%	4%	5%	9%	6%	1%	3%	-	1%	10%	12%	9%	10%
In-store sales agent - third party, e.g. Carphone Warehouse	44	18	19	8	7	8	16	23	2	7	-	5	17	26	17	26
	5%	3%	10%	8%	6%	4%	5%	7%	2%	4%	-	1%	12%	7%	11%	7%
Via web-form	59	32	20	7	10	14	29	23	5	12	-	4	8	5	8	6
	6%	6%	10%	7%	9%	6%	9%	7%	4%	8%	-	1%	5%	1%	5%	2%
Other (please type in)	117	89	3	5	18	19	14	10	2	2	-	-	1	-	1	1
	12%	17%	2%	5%	15%	9%	4%	3%	2%	1%	-	-	1%	-	1%	*
Provider contacted me	14	9	-	-	1	4	5	4	-	-	-	-	-	-	-	-
	1%	2%	-	-	1%	2%	1%	1%	-	-	-	-	-	-	-	-
Don't know/can't recall	158	101	5	2	20	36	33	9	2	2	-	-	-	-	-	-
	17%	19%	3%	2%	18%	16%	10%	3%	2%	1%	-	-	-	-	-	-
NET: Telephone/in-store	490	246	137	73	53	111	211	224	117	139	329	357	130	347	133	347
	52%	46%	71%	73%	47%	50%	62%	70%	89%	87%	100%	100%	88%	100%	83%	90%
NET: Telephone/in-store/email/post	571	283	163	84	61	136	240	268	122	149	329	357	141	347	151	350
	60%	53%	84%	84%	54%	62%	71%	84%	92%	93%	100%	100%	96%	100%	94%	91%
NET: Telephone/in-store/web-chat	540	277	154	81	55	128	235	243	119	144	329	357	136	347	142	385
	57%	52%	79%	81%	49%	58%	69%	76%	90%	90%	100%	100%	93%	100%	89%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 49

QB5A: How satisfied were you with [this method][these methods] of requesting a PAC?

Base : All requested a PAC

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1355	653	702	574	452	329	898	457	907	448	1168	108	55*	23**	1251	104	352	998	321	925	31*	73*
Very dissatisfied	91	41	50	29	37	25	65	26	63	28	79	4	4	4	74	17	23	68	19	55	4	13
	7%	6%	7%	5%	8%	8%	7%	6%	7%	6%	7%	4%	4%	7%	6%	16%	7%	7%	6%	6%	13%	18%
Fairly dissatisfied	118	53	65	63	38	17	82	36	76	42	111	4	3	-	105	13	36	81	31	73	5	8
	9%	8%	9%	11%	8%	5%	9%	8%	8%	9%	10%	4%	5%	-	8%	13%	10%	8%	10%	8%	16%	11%
Fairly satisfied	523	263	260	240	168	115	358	165	365	158	447	46	21	9	484	39	136	386	127	356	9	30
	39%	40%	37%	42%	37%	35%	40%	36%	40%	35%	38%	43%	38%	39%	39%	38%	39%	39%	40%	38%	29%	41%
Very satisfied	584	284	300	222	196	166	371	213	379	205	497	50	27	10	550	34	144	438	132	416	12	22
	43%	43%	43%	39%	43%	50%	41%	47%	42%	46%	43%	46%	49%	43%	44%	33%	41%	44%	41%	45%	39%	30%
NET: Satisfied	1107	547	560	462	364	281	729	378	744	363	944	96	48	19	1034	73	280	824	259	772	21	52
	82%	84%	80%	80%	81%	85%	81%	83%	82%	81%	81%	89%	87%	83%	83%	70%	80%	83%	81%	82%	68%	71%
NET: Dissatisfied	209	94	115	92	75	42	147	62	139	70	190	8	7	4	179	30	59	149	50	128	9	21
	15%	14%	16%	16%	17%	13%	16%	14%	15%	16%	16%	7%	13%	17%	14%	29%	17%	15%	16%	14%	29%	29%
Don't know	39	12	27	20	13	6	22	17	24	15	34	4	-	-	38	1	13	25	12	25	1	-
	3%	2%	4%	3%	3%	2%	2%	4%	3%	3%	3%	4%	-	-	3%	1%	4%	3%	4%	3%	3%	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 50

QB5A: How satisfied were you with [this method][these methods] of requesting a PAC?

Base : All requested a PAC

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	1355	895	75*	795	500	27**	35*	787	383	721	804	663	716	930	65*	1019	75*
Very dissatisfied	91	54	9	55	34	10	3	41	45	51	56	47	50	60	11	66	12
	7%	6%	12%	7%	7%	37%	9%	5%	12%	7%	7%	7%	7%	6%	17%	6%	16%
Fairly dissatisfied	118	73	10	74	38	4	3	44	60	69	79	61	68	85	9	88	9
	9%	8%	13%	9%	8%	15%	9%	6%	16%	10%	10%	9%	9%	9%	14%	9%	12%
Fairly satisfied	523	335	30	302	197	7	17	289	158	281	316	265	287	368	23	401	28
	39%	37%	40%	38%	39%	26%	49%	37%	41%	39%	39%	40%	40%	40%	35%	39%	37%
Very satisfied	584	407	25	358	229	5	12	406	118	317	350	287	308	415	21	462	25
	43%	45%	33%	45%	46%	19%	34%	52%	31%	44%	44%	43%	43%	45%	32%	45%	33%
NET: Satisfied	1107	742	55	660	426	12	29	695	276	598	666	552	595	783	44	863	53
	82%	83%	73%	83%	85%	44%	83%	85%	72%	83%	83%	83%	83%	84%	68%	85%	71%
NET: Dissatisfied	209	127	19	129	72	14	6	85	105	120	135	108	118	145	20	154	21
	15%	14%	25%	16%	14%	52%	17%	11%	27%	17%	17%	16%	16%	16%	31%	15%	28%
Don't know	39	26	1	6	2	1	-	7	2	3	3	3	3	2	1	2	1
	3%	3%	1%	1%	*	4%	-	1%	1%	*	*	*	*	*	2%	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 51

QB6A: What, if anything, was there about [this method][these methods] of requesting a PAC that you liked?

Base : All requested a PAC

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1355	653	702	574	452	329	898	457	907	448	1168	108	55*	23**	1251	104	352	998	321	925	31*	73*
Easy/Simple/Clear/ Straightforward/ Convenient/Efficient	473	247	226	178	167	128	310	163	299	174	408	42	17	6	437	36	128	344	115	321	13	23
Quick/Fast process	253	123	130	124	82	47	173	80	167	86	212	25	14	2	240	13	69	184	64	176	5	8
Speaking to human/ someone real/someone directly on phone	69	35	34	15	22	32	46	23	39	30	61	4	3	1	63	6	19	50	17	46	2	4
It was OK/process worked/I got the PAC/no problems	42	22	20	17	8	17	24	18	24	18	38	2	2	-	41	1	12	30	12	29	-	1
Doing it online/webchat, receiving text or by email	38	18	20	23	11	4	30	8	26	12	34	2	1	1	36	2	10	28	10	26	-	2
Immediately/Instantly received code/ confirmation	38	15	23	6	10	22	25	13	17	21	33	2	2	1	33	5	11	27	8	25	3	2
The process was good/ went well	35	19	16	19	11	5	28	7	28	7	32	3	-	-	33	2	13	22	12	21	1	1
Customer service/staff was polite/friendly/ helpful	31	16	15	19	9	3	17	14	19	12	23	1	3	4	27	4	7	24	5	22	2	2
No hassle/pressure from provider to stay or reason to leave	26	19	7	7	13	6	19	7	18	8	17	7	2	-	25	1	4	22	4	21	-	1
Didn't have to speak to anyone/agent/customer service	14	6	8	7	5	2	10	4	10	4	10	1	3	-	14	-	4	9	4	9	-	-
Everything	9	5	4	5	2	2	6	3	8	1	8	1	-	-	8	1	1	8	1	7	-	1
Other	61	31	30	26	23	12	45	16	49	12	50	7	1	3	58	3	17	43	17	40	-	3
Dislike reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing  
j22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 51

QB6A: What, if anything, was there about [this method][these methods] of requesting a PAC that you liked?

Base : All requested a PAC

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1355	653	702	574	452	329	898	457	907	448	1168	108	55*	23**	1251	104	352	998	321	925	31*	73*
Don't know/Can't remember	54	20	34	34	15	5	31	23	38	16	49	4	1	-	48	6	10	44	9	39	1	5
	4%	3%	5%	6%	3%	2%	3%	5%	4%	4%	4%	4%	2%	-	4%	6%	3%	4%	3%	4%	3%	7%
Nothing/None	247	106	141	101	90	56	158	89	179	68	213	17	11	5	226	21	64	182	59	166	5	16
	18%	16%	20%	18%	20%	17%	18%	19%	20%	15%	18%	16%	20%	22%	18%	20%	18%	18%	18%	16%	16%	22%
N/A	89	47	42	57	22	10	55	34	59	30	73	7	7	2	85	4	22	66	19	65	3	1
	7%	7%	6%	10%	5%	3%	6%	7%	7%	7%	6%	6%	13%	9%	7%	4%	6%	7%	6%	7%	10%	1%
NET: Quick/Fast process, Immediately/Instantly received code/confirmation, Easy/Simple/Clear/Straightforward/Convenient/Efficient The process was good/went well, It was Ok/ process worked/I got the PAC/no problems	708	363	345	280	236	192	473	235	451	257	612	61	28	7	658	50	193	514	173	484	20	30
	52%	55%	49%	49%	52%	58%	53%	51%	50%	57%	52%	56%	51%	30%	53%	48%	55%	52%	54%	52%	65%	41%
NET: Doing it online/webchat, receiving text or by email, Didn't have to speak to anyone/ agent/customer service	52	24	28	30	16	6	40	12	36	16	44	3	4	1	50	2	14	37	14	35	-	2
	4%	4%	4%	5%	4%	2%	4%	3%	4%	4%	4%	3%	7%	4%	4%	2%	4%	4%	4%	4%	-	3%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 52

QB6A: What, if anything, was there about [this method][these methods] of requesting a PAC that you liked?

Base : All requested a PAC

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1355	895	75*	795	500	27**	35*	787	383	721	804	663	716	930	65*	1019	75*
Easy/Simple/Clear/ Straightforward/ Convenient/Efficient	473	323	28	267	186	9	11	325	97	274	289	254	262	321	21	358	26
Quick/Fast process	253	177	10	136	110	5	4	181	47	166	175	146	153	183	6	208	8
Speaking to human/ someone real/someone directly on phone	69	50	4	41	28	1	2	42	20	56	59	55	56	60	3	62	4
It was OK/process worked/I got the PAC/no problems	42	30	-	23	15	-	-	22	16	18	20	15	16	32	1	34	1
Doing it online/webchat, receiving text or by email	38	26	2	28	13	1	-	22	10	8	17	7	13	20	1	24	2
Immediately/Instantly received code/ confirmation	38	22	5	24	15	1	-	34	3	33	34	29	30	32	3	32	3
The process was good/ went well	35	24	2	28	10	-	2	16	18	9	16	7	12	21	2	24	2
Customer service/staff was polite/friendly/ helpful	31	22	2	19	12	1	1	23	7	25	26	20	21	25	2	25	2
No hassle/pressure from provider to stay or reason to leave	26	17	1	15	10	-	-	21	3	10	11	10	11	13	1	22	1
Didn't have to speak to anyone/agent/customer service	14	12	-	7	7	-	-	12	2	-	-	1	1	-	-	8	-
Everything	9	6	1	9	3	-	1	4	5	-	1	-	-	5	-	5	-
Other	61	37	3	36	21	-	1	33	18	18	22	16	18	41	3	42	3
Dislike reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Can't remember	54	31	4	26	11	-	3	18	17	14	17	14	16	24	2	25	2

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB6A: What, if anything, was there about [this method][these methods] of requesting a PAC that you liked?

Base : All requested a PAC

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1355	895	75*	795	500	27**	35*	787	383	721	804	663	716	930	65*	1019	75*
Nothing/None	247	154	12	143	87	6	11	109	92	125	142	114	124	169	14	184	16
	18%	17%	16%	18%	17%	22%	31%	14%	24%	17%	18%	17%	17%	18%	22%	18%	21%
N/A	89	57	3	54	32	-	-	44	24	36	45	33	42	64	4	69	4
	7%	6%	4%	7%	6%	-	-	6%	6%	5%	6%	5%	6%	7%	6%	7%	5%
NET: Quick/Fast process, Immediately/Instantly received code/confirmation, Easy/Simple/Clear/Straightforward/Convenient/Efficient The process was good/went well, It was Ok/process worked/I got the PAC/no problems	708	480	40	414	272	12	15	478	162	412	444	376	397	495	30	547	36
	52%	54%	53%	52%	54%	44%	43%	61%	42%	57%	55%	57%	55%	53%	46%	54%	48%
NET: Doing it online/webchat, receiving text or by email, Didn't have to speak to anyone/agent/customer service	52	38	2	35	20	1	-	34	12	8	17	8	14	20	1	32	2
	4%	4%	3%	4%	4%	4%	-	4%	3%	1%	2%	1%	2%	2%	2%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\*small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB6A: What, if anything, was there about [this method][these methods] of requesting a PAC that you liked?

Base : All requested a PAC

	QB5A "How satisfied were you with this method / these methods of requesting a PAC?"																					
	All methods			Telephone			Web-chat			In store sales agent - previous provider			In store sales agent - new provider			In store sales agent - third party			In store sales agent - any			
	Total	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know
Total	1355	1107	209	39	666	135	3	121	19	-	72	15	-	79	13	-	59	13	-	182	36	-
Easy/Simple/Clear/ Straightforward/ Convenient/Efficient Quick/Fast process	473 35%	437 39%	34 16%	2 5%	268 40%	21 16%	-	44 36%	1 5%	-	20 28%	3 20%	-	18 23%	2 15%	-	11 19%	3 23%	-	46 25%	7 19%	-
Speaking to human/ someone real/someone directly on phone	69 5%	62 6%	7 3%	-	52 8%	7 5%	-	4 3%	-	-	4 6%	-	-	2 3%	-	-	1 2%	-	-	5 3%	-	-
It was Ok/process worked/I got the PAC/no problems	42 3%	34 3%	8 4%	-	14 2%	6 4%	-	2 2%	1 5%	-	6 8%	-	-	5 6%	2 15%	-	3 5%	-	-	12 7%	2 6%	-
Doing it online/webchat, receiving text or by email	38 3%	33 3%	5 2%	-	14 2%	3 2%	-	8 7%	2 11%	-	3 4%	-	-	2 3%	1 8%	-	1 2%	1 8%	-	6 3%	1 3%	-
Immediately/Instantly received code/ confirmation	38 3%	35 3%	2 1%	1 3%	32 5%	1 1%	1 33%	-	1 5%	-	-	-	-	-	-	-	1 2%	-	-	1 1%	-	-
The process was good/ went well	35 3%	29 3%	6 3%	-	11 2%	5 4%	-	7 6%	-	-	6 8%	1 7%	-	6 8%	-	-	2 3%	1 8%	-	9 5%	1 3%	-
Customer service/staff was polite/friendly/ helpful	31 2%	28 3%	3 1%	-	24 4%	2 1%	-	-	-	-	2 3%	-	-	2 3%	-	-	2 3%	-	-	4 2%	-	-
No hassle/pressure from provider to stay or reason to leave	26 2%	25 2%	1 *	-	10 2%	1 1%	-	10 8%	-	-	2 3%	-	-	-	-	-	1 2%	-	-	3 2%	-	-
Didn't have to speak to anyone/agent/customer service	14 1%	13 1%	1 *	-	-	-	-	7 6%	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything	9 1%	7 1%	2 1%	-	1 *	-	-	2 2%	-	-	2 3%	-	-	3 4%	-	-	1 2%	1 8%	-	5 3%	1 3%	-
Other	61 5%	50 5%	9 4%	2 5%	19 3%	3 2%	-	4 3%	-	-	5 7%	2 13%	-	10 13%	-	-	7 12%	1 8%	-	20 11%	3 8%	-
Dislike reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Can't remember	54 4%	32 3%	8 4%	14 36%	15 2%	2 1%	-	2 2%	1 5%	-	4 6%	1 7%	-	2 3%	1 8%	-	5 8%	-	-	10 5%	2 6%	-
Nothing/None	247 18%	173 16%	60 29%	14 36%	99 15%	42 31%	1 33%	19 16%	3 16%	-	8 11%	4 27%	-	16 20%	4 31%	-	17 29%	3 23%	-	35 19%	11 31%	-
N/A	89 7%	70 6%	14 7%	5 13%	38 6%	7 5%	-	10 8%	2 11%	-	10 14%	2 13%	-	9 11%	2 15%	-	7 12%	1 8%	-	22 12%	3 8%	-

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB6A: What, if anything, was there about [this method][these methods] of requesting a PAC that you liked?

Base : All requested a PAC

	QB5A "How satisfied were you with this method / these methods of requesting a PAC?"																					
	All methods			Telephone			Web-chat			In store sales agent - previous provider			In store sales agent - new provider			In store sales agent - third party			In store sales agent - any			
	Total	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know
Total	<b>1355</b>	1107	209	39	666	135	3	121	19	-	72	15	-	79	13	-	59	13	-	182	36	-
NET: Quick/Fast process, Immediately/Instantly received code/confirmation, Easy/Simple/Clear/Straightforward/Convenient/Efficient The process was good/went well, It was Ok/ process worked/I got the PAC/no problems	<b>708</b> <b>52%</b>	639 58%	65 31%	4 10%	400 60%	42 31%	2 67%	65 54%	6 32%	-	34 47%	5 33%	-	34 43%	4 31%	-	19 32%	5 38%	-	75 41%	12 33%	-
NET: Doing it online/webchat, receiving text or by email, Didn't have to speak to anyone/ agent/customer service	<b>52</b> <b>4%</b>	46 4%	6 3%	-	14 2%	3 2%	-	15 12%	3 16%	-	3 4%	-	-	2 3%	1 8%	-	1 2%	1 8%	-	6 3%	1 3%	-

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 54

QB6B: What, if anything, was there about [this method][these methods] of requesting a PAC that you did not like?

Base : All requested a PAC

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1355	653	702	574	452	329	898	457	907	448	1168	108	55*	23**	1251	104	352	998	321	925	31*	73*
Process took too long/ longer than I expected	90 7%	42 6%	48 7%	43 7%	27 6%	20 6%	60 7%	30 7%	59 7%	31 7%	74 6%	9 8%	4 7%	3 13%	85 7%	5 5%	19 5%	71 7%	17 5%	68 7%	2 6%	3 4%
Long wait/queuing/took a long time to get through on phone/web chat	54 4%	25 4%	29 4%	27 5%	13 3%	14 4%	31 3%	23 5%	35 4%	19 4%	46 4%	5 5%	1 2%	2 9%	49 4%	5 5%	15 4%	39 4%	13 4%	36 4%	2 6%	3 4%
Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch	53 4%	20 3%	33 5%	27 5%	15 3%	11 3%	36 4%	17 4%	35 4%	18 4%	49 4%	2 2%	1 2%	1 4%	43 3%	10 10%	9 3%	44 4%	8 2%	35 4%	1 3%	9 12%
Online or webchat would have been better/Having to call provider	33 2%	18 3%	15 2%	11 2%	12 3%	10 3%	24 3%	9 2%	23 3%	10 2%	29 2%	4 4%	-	-	31 2%	2 2%	9 3%	24 2%	8 2%	23 2%	1 3%	1 1%
Customer service/staff was rude/impolite/ unhelpful	26 2%	12 2%	14 2%	7 1%	13 3%	6 2%	15 2%	11 2%	19 2%	7 2%	25 2%	-	1 2%	-	26 2%	-	6 2%	20 2%	6 2%	20 2%	-	-
Too complicated/not easy/a hassle	22 2%	12 2%	10 1%	8 1%	6 1%	8 2%	11 1%	11 2%	11 1%	11 2%	21 2%	-	1 2%	-	21 2%	1 1%	6 2%	16 2%	6 2%	15 2%	-	1 1%
Having to do it/ Shouldn't have to do it at all/Waste of time	19 1%	11 2%	8 1%	7 1%	9 2%	3 1%	10 1%	9 2%	11 1%	8 2%	16 1%	1 1%	2 4%	-	18 1%	1 1%	5 1%	14 1%	5 2%	13 1%	-	1 1%
It cost me to call/there were charges	19 1%	11 2%	8 1%	7 1%	7 2%	5 2%	10 1%	9 2%	10 1%	9 2%	16 1%	2 2%	1 2%	-	17 1%	2 2%	8 2%	11 1%	7 2%	10 1%	1 3%	1 1%
The whole process/ everything	6 *	2 *	4 1%	-	4 1%	2 1%	4 *	2 *	4 *	2 *	6 1%	-	-	-	6 *	-	-	6 1%	-	6 1%	-	-
My phone was not working for a period of time	3 *	2 *	1 *	1 *	1 *	1 *	3 *	-	2 *	1 *	2 *	1 1%	-	-	3 *	-	1 *	2 *	1 *	2 *	-	-
I could not understand customer service/staff	2 *	1 *	1 *	1 *	1 *	-	1 *	1 *	-	2 *h	1 *	1 1%	-	-	1 *	1 1%	2 *	-	1 *	-	1 3%	-
Other	34 3%	14 2%	20 3%	14 2%	13 3%	7 2%	25 3%	9 2%	24 3%	10 2%	31 3%	3 3%	-	-	30 2%	4 4%	4 1%	30 3%	3 1%	27 3%	1 3%	3 4%
Like reason	37 3%	23 4%	14 2%	20 3%	11 2%	6 2%	28 3%	9 2%	33 4%	4 1%	32 3%	1 1%	4 7%	-	37 3%	-	13 4%	24 2%	13 4%	24 3%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 54

QB6B: What, if anything, was there about [this method][these methods] of requesting a PAC that you did not like?

Base : All requested a PAC

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1355	653	702	574	452	329	898	457	907	448	1168	108	55*	23**	1251	104	352	998	321	925	31*	73*
See previous answer	3	-	3	2	-	1	2	1	2	1	2	1	-	-	3	-	1	2	1	2	-	-
Don't know/Can't remember	31	17	14	15	11	5	20	11	23	8	24	5	1	1	27	4	8	23	7	20	1	3
Nothing/None	471	227	244	197	147	127	307	164	308	163	399	46	18	8	436	35	132	336	119	314	13	22
N/A	93	45	48	42	30	21	61	32	64	29	80	6	5	1	89	4	30	62	29	59	1	3
NET: Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch, I could not understand customer service/staff, Customer service/staff was rude/impolite/ unhelpful. Long wait/ queuing/took a long time to get through on phone/ web chat, Online or webchat would have been better/Having to call provider, It cost me to call/there were charges	178	83	95	78	60	40	110	68	118	60	158	13	4	3	158	20	46	132	40	118	6	14

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/s/t/u  
\* small base, \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB6B: What, if anything, was there about [this method][these methods] of requesting a PAC that you did not like?

Base : All requested a PAC

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1355	895	75*	795	500	27**	35*	787	383	721	804	663	716	930	65*	1019	75*
Process took too long/ longer than I expected	90	66	4	52	35	-	4	52	31	47	53	44	48	60	3	69	5
7%	7%	5%	7%	7%	7%	-	11%	7%	8%	7%	7%	7%	7%	6%	5%	7%	7%
Long wait/queuing/took a long time to get through on phone/web chat	54	42	4	27	25	-	3	29	17	29	33	28	31	39	3	41	4
4%	5%	5%	3%	3%	5%	-	9%	4%	4%	4%	4%	4%	4%	4%	5%	4%	5%
Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch	53	36	8	31	19	1	7	28	15	23	25	22	23	30	5	33	6
4%	4%	11%	4%	4%	4%	4%	20%	4%	4%	3%	3%	3%	3%	3%	8%	3%	6%
Online or webchat would have been better/Having to call provider	33	18	2	25	9	-	1	21	9	17	19	16	18	23	1	25	2
2%	2%	3%	3%	2%	2%	-	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%
Customer service/staff was rude/impolite/unhelpful	26	16	-	17	8	-	-	16	8	17	19	17	19	22	-	23	-
2%	2%	-	2%	2%	2%	-	-	2%	2%	2%	2%	3%	3%	2%	-	2%	-
Too complicated/not easy/a hassle	22	19	1	15	9	-	1	15	5	12	14	12	13	16	1	18	1
2%	2%	1%	2%	2%	2%	-	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%
Having to do it/ Shouldn't have to do it at all/Waste of time	19	14	1	13	6	-	-	10	4	11	13	11	12	14	1	16	1
1%	2%	1%	2%	1%	1%	-	-	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%
It cost me to call/there were charges	19	12	1	12	7	2	-	8	10	7	9	7	7	11	-	14	-
1%	1%	1%	2%	1%	1%	7%	-	1%	3%	1%	1%	1%	1%	1%	-	1%	-
The whole process/ everything	6	4	-	4	2	-	-	3	2	4	4	4	4	6	-	6	-
*	*	-	1%	*	*	-	-	*	1%	*	*	1%	1%	-	-	1%	-
My phone was not working for a period of time	3	2	-	2	1	-	-	2	-	2	2	2	2	2	-	2	-
*	*	-	*	*	*	-	-	*	-	*	*	*	*	*	-	*	-
I could not understand customer service/staff	2	1	1	1	1	-	-	1	1	1	1	1	2	1	1	1	1
*	*	1%	*	*	*	-	-	*	*	*	*	*	*	*	2%	*	1%
Other	34	21	3	23	10	2	-	22	8	18	20	17	19	21	2	24	3
3%	2%	4%	3%	2%	2%	7%	-	3%	2%	2%	2%	3%	3%	2%	3%	2%	4%
Like reason	37	29	-	19	19	-	-	19	15	18	20	16	17	27	-	28	-
3%	3%	-	2%	4%	4%	-	-	2%	4%	2%	2%	2%	2%	3%	-	3%	-
See previous answer	3	1	-	2	1	-	-	2	1	3	3	3	3	3	-	3	-
*	*	-	*	*	*	-	-	*	*	*	*	*	*	*	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 55

QB6B: What, if anything, was there about [this method][these methods] of requesting a PAC that you did not like?

Base : All requested a PAC

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)	
Total	1355	895	75*	795	500	27**	35*	787	383	721	804	663	716	930	65*	1019	75*
Don't know/Can't remember	31 2%	18 2%	2 3%	15 2%	14 3%	3 11%	-	16 2%	12 3%	16 2%	17 2%	13 2%	14 2%	18 2%	2 3%	23 2%	2 3%
Nothing/None	471 35%	316 35%	22 29%	267 34%	173 35%	9 33%	12 34%	280 36%	124 32%	261 36%	291 36%	243 37%	260 36%	328 35%	26 40%	354 35%	27 36%
N/A	93 7%	56 6%	3 4%	59 7%	30 6%	1 4%	2 6%	57 7%	22 6%	48 7%	52 6%	46 7%	47 7%	64 7%	2 3%	70 7%	2 3%
NET: Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch, I could not understand customer service/staff, Customer service/staff was rude/impolite/unhelpful, Long wait/queuing/took a long time to get through on phone/web chat, Online or webchat would have been better/Having to call provider, It cost me to call/there were charges	178 13%	118 13%	16 21%	109 14%	63 13%	3 11%	11 31%	99 13%	55 14%	89 12%	101 13%	86 13%	95 13%	118 13%	10 15%	129 13%	13 17%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 56

QB6B: What, if anything, was there about [this method][these methods] of requesting a PAC that you did not like?

Base : All requested a PAC

	QB5A "How satisfied were you with this method / these methods of requesting a PAC?"																					
	All methods			Telephone			Web-chat			In store sales agent - previous provider			In store sales agent - new provider			In store sales agent - third party			In store sales agent - any			
	Total	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know
Total	1355	1107	209	39	666	135	3	121	19	-	72	15	-	79	13	-	59	13	-	182	36	-
Process took too long/ longer than I expected	90	78	10	2	45	7	1	11	1	-	3	-	-	3	1	-	6	-	-	11	1	-
	7%	7%	5%	5%	7%	5%	33%	9%	5%	-	4%	-	-	4%	8%	-	10%	-	-	6%	3%	-
Long wait/queuing/took a long time to get through on phone/web chat	54	48	5	1	31	2	-	2	1	-	1	1	-	5	1	-	1	-	-	7	2	-
	4%	4%	2%	3%	5%	1%	-	2%	5%	-	1%	7%	-	6%	8%	-	2%	-	-	4%	6%	-
Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch	53	41	10	2	18	7	-	4	-	-	3	1	-	4	-	-	4	-	-	11	1	-
	4%	4%	5%	5%	3%	5%	-	3%	-	-	4%	7%	-	5%	-	-	7%	-	-	6%	3%	-
Online or webchat would have been better/Having to call provider	33	29	3	1	17	2	-	4	-	-	2	1	-	3	-	-	3	1	-	6	1	-
	2%	3%	1%	3%	3%	1%	-	3%	-	-	3%	7%	-	4%	-	-	5%	8%	-	3%	3%	-
Customer service/staff was rude/impolite/unhelpful	26	17	9	-	11	8	-	3	-	-	2	-	-	-	-	-	2	-	-	3	-	-
	2%	2%	4%	-	2%	6%	-	2%	-	-	3%	-	-	-	-	-	3%	-	-	2%	-	-
Too complicated/not easy/a hassle	22	16	4	2	10	4	-	3	-	-	1	-	-	1	-	-	2	1	-	3	1	-
	2%	1%	2%	5%	2%	3%	-	2%	-	-	1%	-	-	1%	-	-	3%	8%	-	2%	3%	-
Having to do it/ Shouldn't have to do it at all/Waste of time	19	17	2	-	11	2	-	2	1	-	1	-	-	-	1	-	1	-	-	2	1	-
	1%	2%	1%	-	2%	1%	-	2%	5%	-	1%	-	-	-	8%	-	2%	-	-	1%	3%	-
It cost me to call/there were charges	19	14	5	-	6	3	-	4	2	-	-	-	-	-	1	-	1	-	-	1	1	-
	1%	1%	2%	-	1%	2%	-	3%	11%	-	-	-	-	-	8%	-	2%	-	-	1%	3%	-
The whole process/ everything	6	5	1	-	3	1	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-
	*	*	*	-	*	1%	-	-	-	-	-	-	-	-	-	-	3%	-	-	1%	-	-
My phone was not working for a period of time	3	2	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	*	-	*	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I could not understand customer service/staff	2	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	*	-	*	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	34	27	5	2	17	3	-	4	1	-	3	-	-	2	-	-	1	-	-	4	-	-
	3%	2%	2%	5%	3%	2%	-	3%	5%	-	4%	-	-	3%	-	-	2%	-	-	2%	-	-
Like reason	37	28	9	-	17	3	-	3	-	-	3	1	-	3	1	-	-	-	-	5	2	-
	3%	3%	4%	-	3%	2%	-	2%	-	-	4%	7%	-	4%	8%	-	-	-	-	3%	6%	-
See previous answer	3	3	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Can't remember	31	27	3	1	16	1	-	7	-	-	2	-	-	2	-	-	2	-	-	5	-	-
	2%	2%	1%	3%	2%	1%	-	6%	-	-	3%	-	-	3%	-	-	3%	-	-	3%	-	-
Nothing/None	471	395	65	11	248	42	1	32	7	-	23	4	-	26	4	-	17	3	-	59	11	-
	35%	36%	31%	28%	37%	31%	33%	26%	37%	-	32%	27%	-	33%	31%	-	29%	23%	-	32%	31%	-
N/A	93	68	19	6	41	11	-	7	1	-	4	2	-	4	1	-	3	1	-	10	4	-
	7%	6%	9%	15%	6%	8%	-	6%	5%	-	6%	13%	-	5%	8%	-	5%	8%	-	5%	11%	-

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB6B: What, if anything, was there about [this method][these methods] of requesting a PAC that you did not like?

Base : All requested a PAC

	QB5A "How satisfied were you with this method / these methods of requesting a PAC?"																					
	All methods			Telephone			Web-chat			In store sales agent - previous provider			In store sales agent - new provider			In store sales agent - third party			In store sales agent - any			
	Total	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know
Total	1355	1107	209	39	666	135	3	121	19	-	72	15	-	79	13	-	59	13	-	182	36	-
NET: Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch, I could not understand customer service/staff, Customer service/staff was rude/impolite/ unhelpful, Long wait/ queuing/took a long time to get through on phone/ web chat, Online or webchat would have been better/Having to call provider, It cost me to call/there were charges	178	142	32	4	79	22	-	17	4	-	8	3	-	11	1	-	10	1	-	26	4	-
	13%	13%	15%	10%	12%	16%	-	14%	21%	-	11%	20%	-	14%	8%	-	17%	8%	-	14%	11%	-

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 57

QB5B: How satisfied were you with [this method][these methods] of cancelling your service?

Base : All cancelled

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1828	841	987	752	609	467	1163	665	1111	717	1585	139	76*	27**	1070	758	623	1198	257	808	366	390
Very dissatisfied	109	42	67	41	34	34	72	37	67	42	106	-	1	2	52	57	38	71	14	38	24	33
	6%	5%	7%	5%	6%	7%	6%	6%	6%	6%	7% <sup>aj</sup>	-	1%	7%	5%	8% <sup>aj</sup>	6%	6%	5%	5%	7%	8% <sup>aj</sup>
Fairly dissatisfied	145	69	76	64	54	27	98	47	97	48	126	11	8	-	94	51	36	109	20	74	16	35
	8%	8%	8%	9%	9%	6%	8%	7%	9%	7%	8%	8%	11%	-	9%	7%	6%	9% <sup>aj</sup>	8%	9% <sup>aj</sup>	4%	9% <sup>aj</sup>
Fairly satisfied	691	326	365	334	235	122	451	240	462	229	591	56	33	11	414	277	213	476	99	313	114	163
	38%	39%	37%	44% <sup>aj</sup>	39% <sup>aj</sup>	26%	39%	36%	42% <sup>aj</sup>	32%	37%	40%	43%	41%	39%	37%	34%	40% <sup>aj</sup>	39%	39% <sup>aj</sup>	31%	42% <sup>aj</sup>
Very satisfied	758	355	403	263	247	248	476	282	442	316	651	63	31	13	482	276	249	505	112	368	137	137
	41%	42%	41%	35%	41% <sup>aj</sup>	53% <sup>aj</sup>	41%	42%	40%	44%	41%	45%	41%	48%	45% <sup>aj</sup>	36%	40%	42%	44% <sup>aj</sup>	48% <sup>aj</sup>	37%	35%
NET: Satisfied	1449	681	768	597	482	370	927	522	904	545	1242	119	64	24	896	553	462	981	211	681	251	300
	79%	81%	78%	79%	79%	79%	80%	78%	81% <sup>aj</sup>	76%	78%	86% <sup>aj</sup>	84%	89%	84% <sup>aj</sup>	73%	74%	82% <sup>aj</sup>	82% <sup>aj</sup>	84% <sup>aj</sup>	69%	77% <sup>aj</sup>
NET: Dissatisfied	254	111	143	105	88	61	170	84	164	90	232	11	9	2	146	108	74	180	34	112	40	68
	14%	13%	14%	14%	14%	13%	15%	13%	15%	13%	15% <sup>aj</sup>	8%	12%	7%	14%	14%	12%	15%	13%	14%	11%	17% <sup>aj</sup>
Don't know	125	49	76	50	39	36	66	59	43	82	111	9	3	1	28	97	87	37	12	15	75	22
	7%	6%	8%	7%	6%	8%	6%	9% <sup>aj</sup>	4%	11% <sup>aj</sup>	7%	6%	4%	4%	3%	13% <sup>aj</sup>	14% <sup>aj</sup>	3%	5% <sup>aj</sup>	2%	20% <sup>aj</sup>	6% <sup>aj</sup>

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB5B: How satisfied were you with [this method][these methods] of cancelling your service?

Base : All cancelled

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	1828	756	535	673	439	112	220	951	446	657	721	854	918	820	347	894	385
Very dissatisfied	109 6%	41 5%	36 7%	43 6%	20 5%	17 15%	14 6%	28 3%	60 13%	42 6%	46 6%	53 6%	61 7%	43 5%	29 8%	46 5%	33 9%
Fairly dissatisfied	145 8%	65 9%	36 7%	67 10%	39 9%	12 11%	14 6%	51 5%	78 17%	67 10%	73 10%	85 10%	92 10%	72 9%	33 10%	77 9%	33 9%
Fairly satisfied	691 38%	283 37%	195 36%	255 38%	167 38%	42 38%	82 37%	370 39%	177 40%	248 38%	273 38%	353 41%	377 41%	316 39%	158 46%	346 39%	174 45%
Very satisfied	758 41%	342 45%	199 37%	301 45%	210 48%	28 25%	90 41%	491 52%	123 28%	295 45%	324 45%	357 42%	382 42%	384 47%	125 36%	420 47%	143 37%
NET: Satisfied	1449 79%	625 83%	394 74%	556 83%	377 86%	70 63%	172 76%	861 91%	300 67%	543 83%	597 83%	710 83%	759 83%	700 85%	283 82%	766 86%	317 82%
NET: Dissatisfied	254 14%	106 14%	72 13%	110 16%	59 13%	29 26%	28 13%	79 8%	138 31%	109 17%	119 17%	138 16%	153 17%	115 14%	62 18%	123 14%	66 17%
Don't know	125 7%	25 3%	69 13%	7 1%	3 1%	13 12%	20 9%	11 1%	8 2%	5 1%	5 1%	6 1%	6 1%	5 1%	2 1%	5 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB6C: What, if anything, was there about [this method][these methods] of cancelling your service that you liked?

Base : All cancelled

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	841	987	752	609	467	1163	665	1111	717	1585	139	76*	27**	1070	758	623	1198	257	808	366	390	
Easy/Simple/Clear/ Straightforward/ Convenient/Efficient	552 30%	254 30%	298 30%	214 28%	186 31%	152 33%	355 31%	197 30%	330 30%	222 31%	469 30%	53 38%	26 34%	4 15%	333 31%	219 29%	175 28%	376 31%	80 31%	252 31%	95 26%	124 32%
Quick/Fast process	277 15%	127 15%	150 15%	144 19%	80 13%	53 11%	183 16%	94 14%	168 15%	109 15%	242 15%	18 13%	13 17%	4 15%	160 15%	117 15%	80 13%	197 16%	36 14%	124 15%	44 12%	73 19%
Speaking to human/ someone real/someone directly on phone	79 4%	41 5%	38 4%	30 4%	22 4%	27 6%	41 4%	38 6%	48 4%	31 4%	70 4%	4 3%	4 5%	1 4%	42 4%	37 5%	21 3%	57 5%	9 4%	32 4%	12 3%	25 6%
Customer service/staff was polite/friendly/ helpful	78 4%	37 4%	41 4%	39 5%	25 4%	14 3%	41 4%	37 6%	45 4%	33 5%	68 4%	4 3%	4 5%	2 7%	36 3%	42 6%	19 3%	59 5%	10 4%	26 3%	9 2%	33 8%
It was Ok/process worked/I got the PAC/no problems	68 4%	42 5%	26 3%	22 3%	23 4%	23 5%	49 4%	19 3%	46 4%	22 3%	59 4%	5 4%	3 4%	1 4%	48 4%	20 3%	21 3%	47 4%	11 4%	37 5%	10 3%	10 3%
No hassle/pressure from provider to stay or reason to leave	33 2%	16 2%	17 2%	16 2%	8 1%	9 2%	20 2%	13 2%	15 1%	18 3%	26 2%	2 1%	5 7%	-	21 2%	12 2%	8 1%	25 2%	3 1%	18 2%	5 1%	7 2%
Immediately/Instantly received code/ confirmation	29 2%	9 1%	20 2%	10 1%	11 2%	8 2%	17 1%	12 2%	19 2%	10 1%	25 2%	2 1%	-	2 7%	19 2%	10 1%	8 1%	21 2%	5 2%	14 2%	3 1%	7 2%
The process was good/ went well	28 2%	13 2%	15 2%	19 3%	7 1%	2 *	21 2%	7 1%	23 2%	5 1%	25 2%	2 1%	-	1 4%	25 2%	3 *	9 1%	19 2%	9 4%	16 2%	-	3 1%
Doing it online/webchat, receiving text or by email	25 1%	15 2%	10 1%	13 2%	7 1%	5 1%	15 1%	10 2%	17 2%	8 1%	22 1%	2 1%	-	1 4%	12 1%	13 2%	5 1%	19 2%	2 1%	9 1%	3 1%	10 3%
Everything	16 1%	6 1%	10 1%	6 1%	1 *	9 2%	11 1%	5 1%	9 1%	7 1%	13 1%	2 1%	-	1 4%	12 1%	4 1%	4 1%	12 1%	3 1%	9 1%	1 *	3 1%
Didn't have to speak to anyone/agent/customer service	9 *	4 *	5 1%	3 *	5 1%	1 *	6 1%	3 *	4 *	5 1%	5 *	2 1%	2 3%	-	6 1%	3 *	3 *	6 1%	1 *	5 1%	2 1%	1 *
Other	107 6%	53 6%	54 5%	32 4%	37 6%	38 8%	68 6%	39 6%	60 5%	47 7%	92 6%	8 6%	7 9%	-	39 4%	68 9%	61 10%	45 4%	8 3%	31 4%	53 14%	14 4%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 59

QB6C: What, if anything, was there about [this method][these methods] of cancelling your service that you liked?

Base : All cancelled

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	841	987	752	609	467	1163	665	1111	717	1585	139	76*	27**	1070	758	623	1198	257	808	366	390	
Dislike reason	80	38	42	39	28	13	62	18	57	23	74	3	2	1	33	47	14	66	5	28	9	38
	4%	5%	4%	5%	5%	3%	5%	3%	5%	3%	5%	2%	3%	4%	3%	6%	2%	6%	2%	3%	2%	10%
Did not cancel	39	19	20	9	16	14	25	14	20	19	36	3	-	-	2	37	33	6	1	1	32	5
	2%	2%	2%	1%	3%	3%	2%	2%	2%	3%	2%	2%	-	-	*	5%	5%	1%	*	*	9%	1%
See previous answer	8	6	2	1	2	5	6	2	3	5	7	-	1	-	8	-	2	6	2	6	-	-
	*	1%	*	*	1%	1%	1%	*	*	1%	*	-	1%	-	1%	-	*	1%	1%	1%	-	-
Don't know/Can't remember	48	19	29	19	17	12	28	20	26	22	44	3	-	1	25	23	19	28	7	17	12	11
	3%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	2%	-	4%	2%	3%	3%	2%	3%	2%	3%	3%
Nothing/None	422	169	253	155	167	100	264	158	269	153	367	31	15	8	274	148	149	272	71	203	78	69
	23%	20%	26%	21%	27%	21%	23%	24%	24%	21%	23%	22%	20%	30%	26%	20%	24%	23%	28%	25%	21%	18%
N/A	132	58	74	82	27	23	87	45	75	57	112	10	7	3	78	54	53	78	17	60	36	18
	7%	7%	7%	11%	4%	5%	7%	7%	7%	8%	7%	7%	9%	11%	7%	7%	9%	7%	7%	7%	10%	5%
NET: Quick/Fast process, Immediately/Instantly received code/confirmation, Easy/Simple/Clear/Straightforward/Convenient/Efficient, The process was good/went well, It was Ok/process worked/I got the PAC/no problems	817	394	423	336	266	215	529	288	497	320	703	69	35	10	512	305	253	563	128	383	125	180
	45%	47%	43%	45%	44%	46%	45%	43%	45%	45%	44%	50%	46%	37%	48%	40%	41%	47%	50%	47%	34%	46%
NET: Doing it online/webchat, receiving text or by email, Didn't have to speak to anyone/agent/customer service	34	19	15	16	12	6	21	13	21	13	27	4	2	1	18	16	8	25	3	14	5	11
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	3%	4%	2%	2%	1%	2%	1%	2%	1%	3%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 60

QB6C: What, if anything, was there about [this method][these methods] of cancelling your service that you liked?

Base : All cancelled

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4B) (h)	
Total	1828	756	535	673	439	112	220	951	446	657	721	854	918	820	347	894	385
Easy/Simple/Clear/Straightforward/Convenient/Efficient	552	238	149	204	149	30	62	369	110	218	227	282	295	249	116	280	128
Quick/Fast process	277	118	87	99	70	16	27	199	49	125	130	178	183	131	80	147	92
Speaking to human/someone real/someone directly on phone	79	31	25	32	16	8	10	44	30	39	43	58	62	42	32	42	33
Customer service/staff was polite/friendly/helpful	78	29	31	29	15	9	12	51	15	26	29	49	53	33	35	35	38
It was Ok/process worked/I got the PAC/no problems	68	28	12	30	17	5	3	30	22	23	27	30	33	38	10	40	10
No hassle/pressure from provider to stay or reason to leave	33	17	11	13	8	1	7	24	3	11	13	16	18	13	8	18	8
Immediately/Instantly received code/confirmation	29	14	7	13	10	1	2	22	5	19	20	25	26	19	8	19	9
The process was good/went well	28	19	3	22	8	-	3	12	13	7	12	6	10	21	1	22	3
Doing it online/webchat, receiving text or by email	25	10	12	8	8	2	6	12	7	3	7	5	8	5	4	8	8
Everything	16	8	2	9	5	1	-	9	6	1	1	2	2	6	2	6	2
Didn't have to speak to anyone/agent/customer service	9	5	2	3	3	-	2	5	1	2	2	2	2	2	-	4	-
Other	107	31	44	27	15	8	26	43	14	19	22	26	29	29	14	30	15
Dislike reason	80	25	31	27	15	14	17	32	41	28	31	44	49	28	30	30	32
Did not cancel	39	1	28	1	-	6	6	3	5	-	-	2	3	-	3	-	3

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

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\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 60

QB6C: What, if anything, was there about [this method][these methods] of cancelling your service that you liked?

Base : All cancelled

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1828	756	535	673	439	112	220	951	446	657	721	854	918	820	347	894	385
See previous answer	8	4	-	3	5	-	-	7	1	8	8	8	8	8	-	8	-
	*	1%	-	*	1%	-	-	1%	*	1%	1%	1%	1%	1%	-	1%	-
Don't know/Can't remember	48	18	16	10	9	2	3	8	9	6	8	7	9	10	4	11	4
	3%	2%	3%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Nothing/None	422	189	103	165	108	21	41	177	131	162	178	187	199	206	53	221	60
	23%	25% <sup>b</sup>	19%	25%	25%	19%	19%	19%	29% <sup>b</sup>	25%	25%	22%	22%	25%	15%	25% <sup>b</sup>	16%
N/A	132	52	35	45	26	5	17	49	25	35	43	42	51	59	15	65	17
	7%	7%	7%	7%	6%	4%	8%	5%	6%	5%	6%	5%	6%	7%	4%	7%	4%
NET: Quick/Fast process, Immediately/Instantly received code/confirmation, Easy/Simple/Clear/Straightforward/Convenient/Efficient, The process was good/went well, It was Ok/process worked/I got the PAC/no problems	817	360	214	319	223	41	84	533	174	335	356	438	461	398	173	442	193
	45%	48% <sup>b</sup>	40%	47%	51%	37%	38%	56% <sup>a</sup>	39%	51%	49%	51%	50%	49%	50%	49%	50%
NET: Doing it online/webchat, receiving text or by email, Didn't have to speak to anyone/agent/customer service	34	15	14	11	11	2	8	17	8	5	9	7	10	7	4	12	8
	2%	2%	3%	2%	3%	2%	4%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 61

QB6C: What, if anything, was there about [this method][these methods] of cancelling your service that you liked?

Base : All cancelled

	QB5B "How satisfied were you with this method / these methods of cancelling your service?"																					
	All methods			Telephone			Web-chat			In store sales agent - previous provider			In store sales agent - new provider			In store sales agent - third party			In store sales agent - any			
	Total	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know
Total	1828	1449	254	125	759	153	6	122	18	-	84	10	1	101	7	-	75	7	-	235	23	1
Easy/Simple/Clear/ Straightforward/ Convenient/Efficient	552	507	36	9	273	22	-	44	4	-	26	-	-	27	-	-	22	-	-	71	-	-
Quick/Fast process	30%	35%	14%	7%	36%	14%	-	36%	22%	-	31%	-	-	27%	-	-	29%	-	-	30%	-	-
Speaking to human/ someone real/someone directly on phone	277	265	10	2	178	5	-	30	1	-	12	1	-	13	-	-	9	-	-	31	1	-
Customer service/staff was polite/friendly/ helpful	15%	18%	4%	2%	23%	3%	-	25%	6%	-	14%	10%	-	13%	-	-	12%	-	-	13%	4%	-
It was Ok/process worked/I got the PAC/no problems	79	64	14	1	49	12	1	1	1	-	4	-	-	4	-	-	3	1	-	11	1	-
No hassle/pressure from provider to stay or reason to leave	4%	4%	6%	1%	6%	8%	17%	1%	6%	-	5%	-	-	4%	-	-	4%	14%	-	5%	4%	-
Immediately/Instantly received code/ confirmation	78	69	9	-	45	8	-	6	-	-	3	1	-	9	-	-	5	1	-	17	1	-
The process was good/ went well	4%	5%	4%	-	6%	5%	-	5%	-	-	4%	10%	-	9%	-	-	7%	14%	-	7%	4%	-
Doing it online/webchat, receiving text or by email	68	50	15	3	24	9	-	-	2	-	2	2	-	6	-	-	6	-	-	14	2	-
Everything	4%	3%	6%	2%	3%	6%	-	-	11%	-	2%	20%	-	6%	-	-	8%	-	-	6%	9%	-
Dislike reason	33	31	2	-	17	1	-	6	-	-	1	-	-	1	-	-	-	14%	-	2	1	-
Did not cancel	2%	2%	1%	-	2%	1%	-	5%	-	-	1%	-	-	1%	-	-	-	-	-	1%	4%	-
See previous answer	29	26	3	-	24	2	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-
Don't know/Can't remember	2%	2%	1%	-	3%	1%	-	1%	-	-	-	-	-	-	14%	-	-	-	-	-	4%	-
Nothing/None	28	26	2	-	9	1	-	9	-	-	6	-	-	7	-	-	4	-	-	12	-	-
	2%	2%	1%	-	1%	1%	-	7%	-	-	7%	-	-	7%	-	-	5%	-	-	5%	-	-
	25	17	8	-	5	3	-	5	3	-	1	-	-	-	-	-	-	-	-	1	-	-
	1%	1%	3%	-	1%	2%	-	4%	17%	-	1%	-	-	-	-	-	-	-	-	*	-	-
	16	13	3	-	1	1	-	-	-	-	1	-	-	5	-	-	1	1	-	5	1	-
	1%	1%	1%	-	*	1%	-	-	-	-	1%	-	-	5%	-	-	1%	14%	-	2%	4%	-
	9	7	2	-	1	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	1%	-	*	1%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	107	84	10	13	23	6	-	5	-	-	6	-	-	8	-	-	3	-	-	14	-	-
Dislike reason	6%	6%	4%	10%	3%	4%	-	4%	-	-	7%	-	-	8%	-	-	4%	-	-	6%	-	-
Did not cancel	80	42	37	1	23	26	-	3	1	-	2	1	-	2	-	-	2	1	-	5	2	-
See previous answer	4%	3%	15%	1%	3%	17%	-	2%	6%	-	2%	10%	-	2%	-	-	3%	14%	-	2%	9%	-
Don't know/Can't remember	39	16	5	18	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	1%	2%	14%	*	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	8	7	1	-	7	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	*	-	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nothing/None	48	30	5	13	8	1	-	2	1	-	2	-	-	1	-	-	5	-	-	6	-	-
	3%	2%	2%	10%	1%	1%	-	2%	6%	-	2%	-	-	1%	-	-	7%	-	-	3%	-	-
	422	293	89	40	144	52	3	21	4	-	17	4	1	18	6	-	15	2	-	47	12	1
	23%	20%	35%	32%	19%	34%	50%	17%	22%	-	20%	40%	100%	18%	86%	-	20%	29%	-	20%	52%	100%

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 61

QB6C: What, if anything, was there about [this method][these methods] of cancelling your service that you liked?

Base : All cancelled

	QB5B "How satisfied were you with this method / these methods of cancelling your service?"																					
	All methods			Telephone			Web-chat			In store sales agent - previous provider			In store sales agent - new provider			In store sales agent - third party			In store sales agent - any			
	Total	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know
Total	<b>1828</b>	1449	254	125	759	153	6	122	18	-	84	10	1	101	7	-	75	7	-	235	23	1
N/A	<b>132</b>	90	15	27	43	6	2	10	2	-	12	1	-	10	-	-	7	-	-	25	1	-
	<b>7%</b>	6%	6%	22%	6%	4%	33%	8%	11%	-	14%	10%	-	10%	-	-	9%	-	-	11%	4%	-
NET: Quick/Fast process, Immediately/Instantly received code/confirmation, Easy/Simple/Clear/Straightforward/Convenient/Efficient, The process was good/went well, It was Ok/process worked/I got the PAC/no problems	<b>817</b>	741	64	12	423	38	-	71	6	-	38	3	-	47	1	-	36	-	-	111	4	-
	<b>45%</b>	51%	25%	10%	56%	25%	-	58%	33%	-	45%	30%	-	47%	14%	-	48%	-	-	47%	17%	-
NET: Doing it online/webchat, receiving text or by email, Didn't have to speak to anyone/agent/customer service	<b>34</b>	24	10	-	6	4	-	7	3	-	1	-	-	-	-	-	-	-	-	1	-	-
	<b>2%</b>	2%	4%	-	1%	3%	-	6%	17%	-	1%	-	-	-	-	-	-	-	-	*	-	-

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB6D: What, if anything, was there about [this method][these methods] of cancelling your service that you did not like?

Base : All cancelled

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1828	841	987	752	609	467	1163	665	1111	717	1585	139	76*	27**	1070	758	623	1198	257	808	366	390
Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch	113	47	66	61	36	16	77	36	72	41	97	11	4	1	68	45	27	85	11	57	16	28
Process took too long/ longer than I expected	93	48	45	51	22	20	66	27	62	31	85	4	2	2	59	34	24	69	16	43	8	26
Long wait/queuing/took a long time to get through on phone/web chat	75	36	39	32	28	15	46	29	54	21	67	4	2	2	45	30	23	52	11	34	12	18
Customer service/staff was rude/impolite/ unhelpful	44	25	19	17	16	11	32	12	23	21	41	3	-	23	21	22	22	12	11	10	11	
Online or webchat would have been better/Having to call provider	33	15	18	16	9	8	18	15	22	11	30	1	2	-	14	19	12	21	5	9	7	12
Too complicated/not easy/a hassle	30	15	15	15	9	6	18	12	20	10	25	3	2	-	18	12	10	20	2	16	8	4
It cost me to call/there were charges	29	14	15	15	7	7	20	9	15	14	26	1	1	1	14	15	7	22	1	13	6	9
The whole process/ everything	15	8	7	5	7	3	9	6	9	6	13	2	-	-	9	6	3	12	1	8	2	4
Having to do it/ Shouldn't have to do it at all/Waste of time	8	4	4	4	-	4	5	3	4	4	8	-	-	-	2	6	3	5	1	1	2	4
My phone was not working for a period of time	6	4	2	4	1	1	2	4	2	4	4	1	1	-	3	3	4	2	2	1	2	1
I could not understand customer service/staff	6	1	5	1	3	2	4	2	3	3	5	1	-	-	4	2	3	3	2	2	1	1
Other	77	33	44	32	26	19	45	32	42	35	68	4	5	-	46	31	29	48	14	32	15	16
Like reason	53	29	24	27	14	12	43	10	38	15	45	4	3	1	35	18	22	31	12	23	10	8

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB6D: What, if anything, was there about [this method][these methods] of cancelling your service that you did not like?

Base : All cancelled

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1828	841	987	752	609	467	1163	665	1111	717	1585	139	76*	27**	1070	758	623	1198	257	808	366	390
See previous answer	14	9	5	3	10	1	9	5	11	3	12	1	1	-	6	8	7	7	1	5	6	2
	1%	1%	1%	*	2% <sup>ns</sup>	*	1%	1%	1%	*	1%	1%	1%	-	1%	1%	1%	1%	*	1%	2%	1%
Did not cancel	12	5	7	3	2	7	10	2	5	7	11	-	-	1	8	4	3	9	1	7	2	2
	1%	1%	1%	*	*	1% <sup>ns</sup>	1%	*	*	1%	1%	-	-	4%	1%	1%	*	1%	*	1%	1%	1%
Don't know/Can't remember	39	16	23	16	18	5	26	13	26	13	29	5	3	2	24	15	12	26	6	17	6	9
	2%	2%	2%	2%	3% <sup>ns</sup>	1%	2%	2%	2%	2%	2%	4%	4%	7%	2%	2%	2%	2%	2%	2%	2%	2%
Nothing/None	901	415	486	339	295	267	562	339	543	358	774	73	40	13	539	362	313	585	126	410	187	175
	49%	49%	49%	45%	48%	57% <sup>ns</sup>	48%	51%	49%	50%	49%	53%	53%	48%	50%	48%	50%	49%	49%	51%	51%	45%
N/A	176	73	103	72	61	43	114	62	103	73	158	9	8	1	96	80	65	110	23	72	42	38
	10%	9%	10%	10%	10%	9%	10%	9%	10%	10%	10%	6%	11%	4%	9%	11%	10%	9%	9%	9%	11%	10%
NET: Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch. I could not understand customer service/staff Customer service/staff was rude/impolite/unhelpful, Long wait/queuing/took a long time to get through on phone/web chat, Online or webchat would have been better/Having to call provider. It cost me to call/there were charges	285	130	155	135	95	55	184	101	180	105	251	21	9	4	161	124	89	195	40	121	49	74
	16%	15%	16%	18% <sup>ns</sup>	16%	12%	16%	15%	16%	15%	16%	15%	12%	15%	15%	16%	14%	16%	16%	15%	13%	19% <sup>ns</sup>

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 63

QB6D: What, if anything, was there about [this method][these methods] of cancelling your service that you did not like?

Base : All cancelled

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1828	756	535	673	439	112	220	951	446	657	721	854	918	820	347	894	385
Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch	113 6%	51 7%	32 6%	48 7%	28 6%	5 4%	19 9%	62 7%	25 6%	46 7%	50 7%	62 7%	65 7%	53 6%	28 8%	59 7%	33 9%
Process took too long/ longer than I expected	93 5%	44 6%	20 4%	41 6%	22 5%	4 4%	10 5%	47 5%	27 6%	36 5%	42 6%	48 6%	54 6%	48 6%	18 5%	50 6%	20 5%
Long wait/queuing/took a long time to get through on phone/web chat	75 4%	35 5%	23 4%	27 4%	18 4%	2 2%	14 6%	35 4%	23 5%	32 5%	36 5%	46 5%	49 5%	36 4%	20 6%	39 4%	24 6%
Customer service/staff was rude/impolite/unhelpful	44 2%	16 2%	16 3%	15 2%	9 2%	3 3%	10 5%	21 2%	14 3%	9 1%	10 1%	15 2%	16 2%	16 2%	8 2%	17 2%	10 3%
Online or webchat would have been better/Having to call provider	33 2%	8 1%	16 3%	11 2%	7 2%	4 4%	5 2%	15 2%	6 1%	8 1%	8 1%	17 2%	17 2%	10 1%	11 3%	10 1%	11 3%
Too complicated/not easy/a hassle	30 2%	15 2%	7 1%	13 2%	4 1%	2 2%	1 *	12 1%	8 2%	9 1%	14 2%	8 1%	14 2%	15 2%	1 *	16 2%	2 1%
It cost me to call/there were charges	29 2%	11 1%	8 1%	8 1%	6 1%	3 3%	5 2%	9 1%	9 2%	10 2%	10 1%	15 2%	15 2%	11 1%	8 2%	12 1%	9 2%
The whole process/ everything	15 1%	8 1%	4 1%	5 1%	6 1%	- -	4 2%	8 1%	5 1%	8 1%	8 1%	10 1%	10 1%	7 1%	3 1%	8 1%	4 1%
Having to do it/ Shouldn't have to do it at all/Waste of time	8 *	1 *	5 1%	- -	2 *	1 1%	- -	4 *	1 *	1 *	1 *	6 1%	6 1%	1 *	5 1%	1 *	5 1%
My phone was not working for a period of time	6 *	3 *	2 *	- -	2 *	1 1%	- -	5 1%	1 *	1 *	1 *	2 *	2 *	1 *	1 *	2 *	1 *
I could not understand customer service/staff	6 *	2 *	2 *	1 *	1 *	- -	- -	4 *	2 *	2 *	2 *	3 *	3 *	2 *	1 *	3 *	1 *
Other	77 4%	27 4%	25 5%	27 4%	22 5%	7 6%	11 5%	36 4%	24 5%	30 5%	33 5%	38 4%	41 4%	38 5%	16 5%	41 5%	17 4%
Like reason	53 3%	23 3%	13 2%	22 3%	16 4%	2 2%	6 3%	26 3%	15 3%	20 3%	21 3%	22 3%	23 3%	25 3%	5 1%	26 3%	6 2%
See previous answer	14 1%	4 1%	6 1%	4 1%	2 *	- -	6 2%	9 1%	1 *	3 *	4 1%	2 *	4 *	4 *	1 *	6 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 63

QB6D: What, if anything, was there about [this method][these methods] of cancelling your service that you did not like?

Base : All cancelled

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)	
Total	1828	756	535	673	439	112	220	951	446	657	721	854	918	820	347	894	385
Did not cancel	12	6	3	4	5	1	2	4	5	5	5	5	6	6	1	6	1
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*
Don't know/Can't remember	39	17	10	13	13	4	-	14	13	12	16	12	15	15	3	18	3
	2%	2%	2%	2%	3%	4%	-	1%	3%	2%	2%	1%	2%	2%	1%	2%	1%
Nothing/None	901	379	248	332	224	53	97	494	209	329	359	419	447	419	158	457	175
	49%	50%	46%	49%	51%	47%	44%	52%	47%	50%	50%	49%	49%	51%	46%	51%	45%
N/A	176	65	60	63	31	10	22	94	30	56	59	70	75	71	33	78	39
	10%	9%	11%	9%	7%	9%	10%	10%	7%	9%	8%	8%	8%	9%	10%	9%	10%
NET: Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch, I could not understand customer service/staff Customer service/staff was rude/impolite/unhelpful, Long wait/queuing/took a long time to get through on phone/web chat, Online or webchat would have been better/Having to call provider. It cost me to call/there were charges	285	117	92	104	65	16	48	137	77	103	111	152	158	121	73	133	83
	16%	15%	17%	15%	15%	14%	22%	14%	17%	16%	15%	18%	17%	15%	21%	15%	22%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 64

QB6D: What, if anything, was there about [this method][these methods] of cancelling your service that you did not like?

Base : All cancelled

	QB5B "How satisfied were you with this method / these methods of cancelling your service?"																					
	All methods			Telephone			Web-chat			In store sales agent - previous provider			In store sales agent - new provider			In store sales agent - third party			In store sales agent - any			
	Total	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know
Total	1828	1449	254	125	759	153	6	122	18	-	84	10	1	101	7	-	75	7	-	235	23	1
Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch	113 6%	93 6%	11 4%	9 7%	53 7%	9 6%	3 50%	12 10%	-	-	7 8%	-	-	5 5%	-	-	4 5%	-	-	15 6%	-	-
Process took too long/ longer than I expected	93 5%	75 5%	13 5%	5 4%	47 6%	7 5%	-	5 4%	-	-	2 2%	2 20%	-	8 8%	1 14%	-	6 8%	1 14%	-	14 6%	3 13%	-
Long wait/queuing/took a long time to get through on phone/web chat	75 4%	55 4%	15 6%	5 4%	37 5%	11 7%	1 17%	7 6%	1 6%	-	3 4%	2 20%	-	1 1%	-	-	2 3%	-	-	5 2%	2 9%	-
Customer service/staff was rude/impolite/ unhelpful	44 2%	27 2%	13 5%	4 3%	9 1%	7 5%	-	4 3%	-	-	1 1%	1 10%	-	2 2%	1 14%	-	3 4%	-	-	6 3%	2 9%	-
Online or webchat would have been better/Having to call provider	33 2%	27 2%	2 1%	4 3%	17 2%	-	-	1 1%	-	-	-	-	-	2 2%	-	-	2 3%	-	-	4 2%	-	-
Too complicated/not easy/a hassle	30 2%	20 1%	5 2%	5 4%	11 1%	3 2%	-	2 2%	1 6%	-	-	1 10%	-	1 1%	-	-	1 1%	1 14%	-	2 1%	1 4%	-
It cost me to call/there were charges	29 2%	24 2%	4 2%	1 1%	11 1%	4 3%	-	1 1%	-	-	-	-	-	1 1%	-	-	3 4%	-	-	4 2%	-	-
The whole process/ everything	15 1%	12 1%	2 1%	1 1%	8 1%	2 1%	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Having to do it/ Shouldn't have to do it at all/Waste of time	8 *	3 *	3 1%	2 2%	3 *	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My phone was not working for a period of time	6 *	6 *	-	-	2 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I could not understand customer service/staff	6 *	5 *	1 *	-	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	77 4%	57 4%	18 7%	2 2%	29 4%	12 8%	-	5 4%	1 6%	-	3 4%	-	1 100%	4 4%	-	-	5 7%	-	-	9 4%	-	1 100%
Like reason	53 3%	42 3%	7 3%	4 3%	18 2%	4 3%	1 17%	3 2%	-	-	2 2%	1 10%	-	5 5%	-	-	1 1%	-	-	7 3%	1 4%	-
See previous answer	14 1%	11 1%	1 *	2 2%	4 1%	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Did not cancel	12 1%	7 *	3 1%	2 2%	4 1%	2 1%	-	-	1 6%	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	1 *	-	-
Don't know/Can't remember	39 2%	27 2%	6 2%	6 5%	12 2%	3 2%	-	5 4%	1 6%	-	2 2%	-	-	1 1%	-	-	2 3%	-	-	4 2%	-	-
Nothing/None	901 49%	721 50%	126 50%	54 43%	373 49%	72 47%	2 33%	58 48%	12 67%	-	46 55%	4 40%	-	50 50%	4 57%	-	35 47%	5 71%	-	121 51%	13 57%	-

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 64

QB6D: What, if anything, was there about [this method][these methods] of cancelling your service that you did not like?

Base : All cancelled

	QB5B "How satisfied were you with this method / these methods of cancelling your service?"																					
	All methods			Telephone			Web-chat			In store sales agent - previous provider			In store sales agent - new provider			In store sales agent - third party			In store sales agent - any			
	Total	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know	Satisfied	Dissatisfied	Don't know
Total	1828	1449	254	125	759	153	6	122	18	-	84	10	1	101	7	-	75	7	-	235	23	1
N/A	176	148	16	12	68	7	-	16	1	-	13	1	-	12	1	-	7	1	-	28	3	-
	10%	10%	6%	10%	9%	5%	-	13%	6%	-	15%	10%	-	12%	14%	-	9%	14%	-	12%	13%	-
NET: Current provider/ Customer service pressured/tried to get me to stay/with their sales pitch, I could not understand customer service/staff Customer service/staff was rude/impolite/ unhelpful, Long wait/ queuing/took a long time to get through on phone/ web chat, Online or webchat would have been better/Having to call provider. It cost me to call/there were charges	285	220	43	22	125	29	4	22	1	-	10	2	-	11	1	-	13	-	-	32	3	-
	16%	15%	17%	18%	16%	19%	67%	18%	6%	-	12%	20%	-	11%	14%	-	17%	-	-	14%	13%	-

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 65

QB7: Did you have contact with your previous provider more than once [to request your PAC and cancel your service][to request your PAC][to cancel your service]?

Base : All who switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Once	1075	544	531	433	356	286	695	380	670	405	912	94	49	20	735	340	340	733	198	536	142	197
		54%	58% <sup>ab</sup>	50%	51%	54%	54%	53%	54%	53%	52%	62% <sup>kl</sup>	57%	65%	59% <sup>cd</sup>	45%	49%	56% <sup>op</sup>	62% <sup>tu</sup>	58% <sup>vw</sup>	39%	51% <sup>xy</sup>
More than once	477	202	275	244	154	79	323	154	333	144	425	28	20	4	348	129	106	369	75	271	31	98
		24%	21%	28% <sup>ab</sup>	29% <sup>cd</sup>	23% <sup>ef</sup>	25%	21%	27% <sup>gh</sup>	19%	24%	18%	23%	13%	28% <sup>ij</sup>	17%	15%	28% <sup>kl</sup>	23% <sup>mn</sup>	29% <sup>op</sup>	8%	25% <sup>qr</sup>
Don't know/can't recall	457	197	260	176	150	131	271	186	246	211	401	30	17	7	168	289	241	213	48	118	193	95
		23%	21%	24%	21%	23%	21%	26% <sup>st</sup>	20%	28% <sup>uv</sup>	23%	20%	20%	23%	13%	38% <sup>wx</sup>	35% <sup>yz</sup>	16%	15%	13%	53% <sup>rsu</sup>	24% <sup>vw</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB7: Did you have contact with your previous provider more than once [to request your PAC and cancel your service][to request your PAC][to cancel your service]?

Base : All who switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Once	1075	525	246	455	320	39	114	1075	-	477	505	542	562	561	211	615	235
	54%	59% <sup>z</sup>	46%	57%	64% <sup>d</sup>	35%	52% <sup>e</sup>	100% <sup>z</sup>	-	66%	63%	63%	61%	60%	61%	60%	61%
More than once	477	259	88	256	139	31	39	-	477	176	223	221	261	274	81	299	88
	24%	29% <sup>z</sup>	16%	32%	28%	26% <sup>d</sup>	18%	-	100% <sup>z</sup>	24%	28%	26%	28%	29%	23%	29% <sup>z</sup>	23%
Don't know/can't recall	457	111	201	84	41	42	67	-	-	68	76	91	95	95	55	105	62
	23%	12%	38% <sup>d</sup>	11%	8%	38%	30%	-	-	9%	9%	11%	10%	10%	16%	10%	16% <sup>d</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 67

QB8: Did you and your previous provider talk about anything else when you [requested your PAC and cancelled your service][requested your PAC][cancelled your service]?

Base : All who switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Yes	454	234	220	195	158	101	301	153	330	124	400	31	15	8	334	120	104	350	73	261	31	89
	23%	25% <sup>h</sup>	21%	23%	24%	20%	23%	21%	26% <sup>h</sup>	16%	23%	20%	17%	26%	27% <sup>h</sup>	16%	15%	27% <sup>h</sup>	23% <sup>h</sup>	28% <sup>h</sup>	8%	23% <sup>h</sup>
No, only discussed [PAC][cancellation]	975	447	528	429	319	227	632	343	596	379	832	78	51	14	613	362	323	651	165	447	158	204
	49%	47%	50%	50%	48%	46%	49%	48%	48%	50%	48%	51%	59% <sup>h</sup>	45%	49%	48%	47%	48%	50%	48%	43%	52% <sup>h</sup>
Don't know/can't recall	358	153	205	137	106	115	215	143	180	178	316	25	12	4	138	220	186	167	32	103	154	64
	18%	16%	19%	16%	16%	23% <sup>h</sup>	17%	20%	14%	23% <sup>h</sup>	18%	16%	14%	13%	11%	29% <sup>h</sup>	27% <sup>h</sup>	13%	10%	11%	42% <sup>h</sup>	16% <sup>h</sup>
Did not speak to previous provider	222	109	113	92	77	53	141	81	143	79	190	18	8	5	166	56	74	147	51	114	23	33
	11%	12%	11%	11%	12%	11%	11%	11%	11%	10%	11%	12%	9%	16%	13% <sup>h</sup>	7%	11%	11%	16% <sup>h</sup>	12% <sup>h</sup>	6%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 68

QB8: Did you and your previous provider talk about anything else when you [requested your PAC and cancelled your service][requested your PAC][cancelled your service]?

Base : All who switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	2009	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Yes	454	256	86	248	138	25	45	270	164	217	260	259	290	293	88	320	98
	23%	29%	16%	31%	28%	22%	20%	25%	34%	30%	32%	30%	32%	32%	25%	31%	25%
No, only discussed [PAC][cancellation]	975	440	258	377	267	43	107	604	231	436	471	523	553	514	208	565	233
	49%	49%	48%	47%	53%	38%	49%	56%	48%	60%	59%	61%	60%	55%	60%	55%	61%
Don't know/can't recall	358	89	154	72	35	30	53	63	38	68	73	72	75	81	32	92	35
	18%	10%	29%	9%	7%	27%	24%	6%	8%	9%	9%	8%	8%	9%	9%	9%	9%
Did not speak to previous provider	222	110	37	98	60	14	15	138	44	-	-	-	-	42	19	42	19
	11%	12%	7%	12%	12%	13%	7%	13%	9%	-	-	-	-	5%	5%	4%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB9 What else did you talk about?

Base : All who talked about something else

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	454	234	220	195	158	101	301	153	330	124	400	31*	15**	8**	334	120	104	350	73*	261	31*	89*
We offered me another deal/discount	266	134	132	106	107	53	180	86	194	72	235	16	8	7	199	67	51	215	33	166	18	49
	59%	57%	60%	54%	68%	52%	60%	56%	59%	58%	59%	52%	53%	88%	60%	56%	49%	61%	45%	64%	58%	55%
We talked about my end of contract date	126	63	63	49	48	29	86	40	93	33	113	6	6	1	91	35	17	109	14	77	3	32
	28%	27%	29%	25%	30%	29%	29%	26%	28%	27%	28%	19%	40%	13%	27%	29%	16%	31%	19%	30%	10%	36%
We talked about their other products/services	118	64	54	64	36	18	78	40	95	23	111	2	5	-	77	41	37	81	23	54	14	27
	26%	27%	25%	33%	23%	18%	26%	26%	29%	19%	28%	6%	33%	-	23%	34%	36%	23%	32%	21%	45%	30%
We talked about aspects of services that I would lose if I left them	113	53	60	51	41	21	78	35	84	29	100	5	6	2	81	32	26	87	17	64	9	23
	25%	23%	27%	26%	26%	21%	26%	23%	25%	23%	25%	16%	40%	25%	24%	32%	25%	25%	23%	25%	29%	26%
We talked about outstanding charges I would need to pay if I left them (e.g. termination charges)	90	48	42	41	27	22	61	29	63	27	83	3	2	2	58	32	16	74	12	46	4	28
	20%	21%	19%	21%	17%	22%	20%	19%	19%	22%	21%	10%	13%	25%	17%	27%	15%	21%	16%	18%	13%	31%
We talked about my usage and current package	84	36	48	38	33	13	61	23	61	23	74	4	4	2	63	21	15	69	11	52	4	17
	19%	15%	22%	19%	21%	13%	20%	15%	18%	19%	19%	13%	27%	25%	19%	18%	14%	20%	15%	20%	13%	19%
We talked about my notice period	84	41	43	38	29	17	60	24	61	23	76	5	3	-	58	26	16	68	12	46	4	22
	19%	18%	20%	19%	18%	17%	20%	16%	18%	19%	19%	16%	20%	-	17%	22%	15%	19%	16%	18%	13%	25%
We talked about my new provider's service	83	46	37	45	24	14	51	32	65	18	72	6	5	-	65	18	18	65	11	54	7	11
	18%	20%	17%	23%	15%	14%	17%	21%	20%	15%	18%	19%	33%	-	19%	15%	17%	19%	15%	21%	23%	12%
We talked about outstanding credit I had	39	21	18	15	16	8	32	7	30	9	35	3	-	1	31	8	13	26	8	23	5	3
	9%	9%	8%	8%	10%	8%	11%	5%	9%	7%	9%	10%	-	13%	9%	7%	13%	7%	11%	9%	16%	3%
Other (please type in)	41	19	22	7	17	17	22	19	25	16	36	3	1	1	24	17	10	31	7	17	3	14
	9%	8%	10%	4%	11%	17%	7%	12%	8%	13%	9%	10%	7%	13%	7%	14%	10%	9%	10%	7%	10%	16%
Don't know/can't recall	4	2	2	1	1	2	4	-	1	3	4	-	-	-	4	-	2	2	2	2	-	-
	1%	1%	1%	1%	1%	2%	1%	-	*	2%	1%	-	-	-	1%	-	2%	1%	3%	1%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 70

QB9 What else did you talk about?

Base : All who talked about something else

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	454	256	86*	248	138	25**	45*	270	164	217	260	259	290	293	88*	320	98*
They offered me another deal/discount	266	157	45	140	86	12	26	174	82	141	165	173	188	173	51	194	58
	59%	61%	52%	56%	62%	48%	58%	64%	50%	65%	63%	67%	65%	59%	58%	61%	59%
We talked about my end of contract date	126	60	30	70	43	8	17	79	42	59	74	74	88	82	29	89	32
	28%	23%	35%	28%	31%	32%	38%	29%	26%	27%	28%	29%	30%	28%	33%	28%	33%
We talked about their other products/services	118	54	27	64	39	9	14	68	41	50	66	66	77	69	29	74	30
	26%	21%	31%	26%	28%	36%	31%	25%	25%	23%	25%	25%	27%	24%	33%	23%	31%
We talked about aspects of services that I would lose if I left them	113	65	21	57	38	4	9	66	37	50	67	66	77	72	24	80	25
	25%	25%	24%	23%	28%	16%	20%	24%	23%	23%	26%	25%	27%	25%	27%	25%	26%
We talked about outstanding charges I would need to pay if I left them (e.g. termination charges)	90	44	24	48	30	7	15	51	36	40	55	51	61	56	28	57	29
	20%	17%	28%	19%	22%	28%	33%	19%	22%	18%	21%	20%	21%	19%	32%	18%	30%
We talked about my usage and current package	84	46	14	50	24	1	7	50	28	36	49	47	58	55	16	63	16
	19%	18%	16%	20%	17%	4%	16%	19%	17%	17%	19%	18%	20%	19%	18%	20%	16%
We talked about my notice period	84	39	20	52	19	6	13	49	31	38	51	48	59	53	22	58	25
	19%	15%	23%	21%	14%	24%	29%	18%	19%	18%	20%	19%	20%	18%	25%	18%	26%
We talked about my new provider's service	83	48	11	53	24	1	6	45	34	36	52	38	50	58	11	64	13
	18%	19%	13%	21%	17%	4%	13%	17%	21%	17%	20%	15%	17%	20%	13%	20%	13%
We talked about outstanding credit I had	39	22	5	26	12	2	2	26	12	14	20	17	23	27	4	28	5
	9%	9%	6%	10%	9%	8%	4%	10%	7%	6%	8%	7%	8%	9%	5%	9%	5%
Other (please type in)	41	17	12	15	13	7	5	23	16	20	21	25	27	20	12	21	12
	9%	7%	14%	6%	9%	28%	11%	9%	10%	9%	8%	10%	9%	7%	14%	7%	12%
Don't know/can't recall	4	3	-	2	2	-	-	1	3	3	3	3	3	3	-	3	-
	1%	1%	-	1%	1%	-	-	*	2%	1%	1%	1%	1%	1%	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 71

QB10: How did you contact your new provider to sign up for your new service? If you tried to sign up via more than one method, then please select the final one you used.

Base : All who switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	2009	943	1066	853	660	496	1289	720	1249	760	1738	152	86*	31*	1251	758	687	1315	321	925	366	390
Via web-form	562	282	280	226	205	131	369	193	345	217	472	52	32	6	340	222	202	360	94	246	108	114
	28%	30%	26%	26%	31%	26%	29%	27%	28%	29%	27%	34%	37%	19%	27%	29%	29%	27%	29%	27%	30%	29%
Telephone	435	212	223	159	150	126	282	153	269	166	382	30	18	5	318	117	129	306	77	241	52	65
	22%	22%	21%	19%	23%	25%	22%	21%	22%	22%	22%	20%	21%	16%	25%	15%	19%	23%	24%	26%	14%	17%
In-store sales agent - mobile provider	383	166	217	182	100	101	244	139	234	149	338	25	16	4	210	173	143	240	57	153	86	87
	19%	18%	20%	21%	15%	20%	19%	19%	19%	20%	19%	16%	19%	13%	17%	23%	21%	18%	18%	17%	23%	22%
In-store sales agent - third party, e.g. Carphone Warehouse	193	81	112	74	65	54	127	66	121	72	173	13	4	3	103	90	66	124	22	79	44	45
	10%	9%	11%	9%	10%	11%	10%	9%	10%	9%	10%	9%	5%	10%	8%	12%	10%	9%	7%	9%	12%	12%
Email	126	67	59	58	39	29	77	49	93	33	111	7	4	3	90	36	43	83	28	62	15	21
	6%	7%	6%	7%	6%	6%	6%	7%	7%	4%	6%	5%	5%	10%	7%	5%	6%	6%	9%	7%	4%	5%
Web-chat	111	60	51	57	43	11	70	41	76	35	95	8	3	5	85	26	25	86	17	68	8	18
	6%	6%	5%	7%	7%	2%	5%	6%	6%	5%	5%	5%	3%	16%	7%	3%	4%	7%	5%	7%	2%	5%
Post	37	15	22	25	10	2	28	9	28	9	35	1	1	-	27	10	12	25	8	19	4	6
	2%	2%	2%	3%	2%	*	2%	1%	2%	1%	2%	1%	1%	-	2%	1%	2%	2%	2%	2%	1%	2%
Other (please type in)	65	27	38	23	21	21	41	24	29	36	54	5	3	3	28	37	25	38	2	24	23	14
	3%	3%	4%	3%	3%	4%	3%	3%	2%	5%	3%	3%	3%	10%	2%	5%	4%	3%	1%	3%	6%	4%
Don't know/can't recall	97	33	64	49	27	21	51	46	54	43	78	11	5	2	50	47	42	53	16	33	26	20
	5%	3%	6%	6%	4%	4%	4%	6%	4%	6%	4%	7%	6%	6%	4%	6%	6%	4%	5%	4%	7%	5%
NET: Telephone/in-store	1011	459	552	415	315	281	653	358	624	387	893	68	38	12	631	380	338	670	156	473	182	197
	50%	49%	52%	49%	48%	57%	51%	50%	50%	51%	51%	45%	44%	39%	50%	50%	49%	51%	49%	51%	50%	51%
NET: Telephone/in-store/email/post	1174	541	633	498	364	312	758	416	745	429	1039	76	43	15	748	426	393	778	192	554	201	224
	58%	57%	59%	58%	55%	63%	59%	58%	60%	56%	60%	50%	50%	48%	60%	56%	57%	59%	60%	55%	55%	57%

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/s/t/u  
\* small base

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QB10: How did you contact your new provider to sign up for your new service? If you tried to sign up via more than one method, then please select the final one you used.

Base : All who switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)	
<b>Total</b>	<b>2009</b>	895	535	795	500	112	220	1075	477	721	804	854	918	930	347	1019	385
Via web-form	562	253	160	208	148	35	67	331	116	233	251	270	285	251	81	275	94
	28%	28%	30%	26%	30%	31%	30%	31%	24%	32%	31%	32%	31%	27%	23%	27%	24%
Telephone	435	237	81	197	131	14	39	236	116	241	254	272	279	268	68	281	75
	22%	26%	15%	25%	26%	13%	18%	22%	24%	33%	32%	32%	30%	29%	20%	28%	19%
In-store sales agent - mobile provider	383	148	122	127	90	24	48	216	89	103	113	140	150	168	101	176	105
	19%	17%	23%	16%	18%	21%	22%	20%	19%	14%	14%	16%	16%	18%	29%	17%	27%
In-store sales agent - third party, e.g. Carphone Warehouse	193	63	65	69	41	13	24	99	45	41	50	55	64	87	42	90	45
	10%	7%	12%	9%	8%	12%	11%	9%	9%	6%	6%	6%	7%	9%	12%	9%	12%
Email	126	58	22	69	28	2	13	60	43	24	39	25	35	45	14	57	16
	6%	6%	4%	9%	6%	2%	6%	6%	9%	3%	5%	3%	4%	5%	4%	6%	4%
Web-chat	111	61	18	59	28	8	5	55	33	23	35	29	38	47	15	67	19
	6%	7%	3%	7%	6%	7%	2%	5%	7%	3%	4%	3%	4%	5%	4%	7%	5%
Post	37	20	9	23	7	4	4	20	13	13	19	11	13	19	4	20	5
	2%	2%	2%	3%	1%	4%	2%	2%	3%	2%	2%	1%	1%	2%	1%	2%	1%
Other (please type in)	65	21	28	18	12	6	5	28	9	24	24	29	31	22	11	26	13
	3%	2%	5%	2%	2%	5%	2%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%
Don't know/can't recall	97	34	30	25	15	6	15	30	13	19	19	23	23	23	11	27	13
	5%	4%	6%	3%	3%	5%	7%	3%	3%	3%	2%	3%	3%	2%	3%	3%	3%
NET: Telephone/in-store	1011	448	268	393	262	51	111	551	250	385	417	467	493	523	211	547	225
	50%	50%	50%	49%	52%	46%	50%	51%	52%	53%	52%	55%	54%	56%	61%	54%	58%
NET: Telephone/in-store/email/post	1174	526	299	485	297	57	128	631	306	422	475	503	541	587	229	624	246
	58%	59%	56%	61%	59%	51%	58%	59%	64%	59%	59%	59%	59%	63%	66%	61%	64%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 73

QC1: How likely would you be to request your PAC via a free text message rather than the way you requested it last time you switched?

Base : All PAC switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1251	607	644	524	421	306	834	417	850	401	1075	103	50*	22**	1251	-**	321	925	321	925	-**	-**
I definitely wouldn't	31	19	12	14	9	8	19	12	17	14	27	3	-	1	31	-	11	20	11	20	-	-
	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%	-	5%	2%	-	3%	2%	3%	2%	-	-
I probably wouldn't	56	34	22	24	14	18	35	21	35	21	48	7	-	1	56	-	16	40	16	40	-	-
	4%	6%	3%	5%	3%	6%	4%	5%	4%	5%	4%	7%	-	5%	4%	-	5%	4%	5%	4%	-	-
I possibly would/possibly wouldn't	191	99	92	84	58	49	119	72	134	57	162	15	10	3	191	-	51	140	51	140	-	-
	15%	16%	14%	16%	14%	16%	14%	17%	16%	14%	15%	15%	20%	14%	15%	-	16%	15%	16%	15%	-	-
I probably would	438	208	230	164	150	124	289	149	299	139	374	40	16	8	438	-	114	322	114	322	-	-
	35%	34%	36%	31%	36%	41%	35%	36%	35%	35%	35%	39%	32%	36%	35%	-	36%	35%	36%	35%	-	-
I definitely would	535	247	288	238	190	107	372	163	365	170	464	38	24	9	535	-	129	403	129	403	-	-
	43%	41%	45%	45%	46%	35%	45%	39%	43%	42%	43%	37%	48%	41%	43%	-	40%	44%	40%	44%	-	-
NET: Would	973	455	518	402	340	231	661	312	664	309	838	78	40	17	973	-	243	725	243	725	-	-
	78%	75%	80%	77%	81%	75%	79%	75%	78%	77%	78%	76%	80%	77%	78%	-	76%	78%	76%	78%	-	-
NET: Would/might	1164	554	610	486	398	280	780	384	798	366	1000	93	50	20	1164	-	294	865	294	865	-	-
	93%	91%	95%	93%	95%	92%	94%	92%	94%	91%	93%	90%	100%	91%	93%	-	92%	94%	92%	94%	-	-
NET: Wouldn't	87	53	34	38	23	26	54	33	52	35	75	10	-	2	87	-	27	60	27	60	-	-
	7%	9%	5%	7%	5%	8%	6%	8%	6%	9%	7%	10%	-	9%	7%	-	8%	6%	8%	6%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 74

QC1: How likely would you be to request your PAC via a free text message rather than the way you requested it last time you switched?

Base : All PAC switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1251	895	-**	728	467	-**	-**	735	348	678	757	618	666	930	-*	1019	-**
I definitely wouldn't	31	24	-	19	9	-	-	13	12	14	15	12	13	20	-	22	-
	2%	3%	-	3%	2%	-	-	2%	3%	2%	2%	2%	2%	2%	-	2%	-
I probably wouldn't	56	43	-	36	15	-	-	33	14	31	34	24	26	48	-	50	-
	4%	5%	-	5%	3%	-	-	4%	4%	5%	4%	4%	4%	5%	-	5%	-
I possibly would/possibly wouldn't	191	143	-	102	57	-	-	82	60	74	87	68	79	112	-	126	-
	15%	16%	-	14%	12%	-	-	11%	17%	11%	11%	11%	12%	12%	-	12%	-
I probably would	438	292	-	263	162	-	-	254	124	224	257	210	228	330	-	362	-
	35%	33%	-	36%	35%	-	-	35%	36%	33%	34%	34%	34%	35%	-	36%	-
I definitely would	535	393	-	308	224	-	-	353	138	335	364	304	320	420	-	459	-
	43%	44%	-	42%	48%	-	-	48%	40%	49%	48%	49%	48%	45%	-	45%	-
NET: Would	973	685	-	571	386	-	-	607	262	559	621	514	548	750	-	821	-
	78%	77%	-	78%	83%	-	-	83%	75%	82%	82%	83%	82%	81%	-	81%	-
NET: Would/might	1164	828	-	673	443	-	-	689	322	633	708	582	627	862	-	947	-
	93%	93%	-	92%	95%	-	-	94%	93%	93%	94%	94%	94%	93%	-	93%	-
NET: Wouldn't	87	67	-	55	24	-	-	46	26	45	49	36	39	68	-	72	-
	7%	7%	-	8%	5%	-	-	6%	7%	7%	6%	6%	6%	7%	-	7%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 75

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1107	520	587	455	379	273	742	365	751	356	951	89*	48*	19**	1107	-**	281	821	281	821	-**	-**
I definitely wouldn't	163	88	75	57	62	44	125	38	102	61	137	12	9	5	163	-	35	127	35	127	-	-
	15%	17%	13%	13%	16%	16%	17%	10%	14%	17%	14%	13%	19%	26%	15%	-	12%	15%	12%	15%	-	-
I probably wouldn't	138	68	70	65	44	29	88	50	96	42	122	11	5	-	138	-	29	109	29	109	-	-
	12%	13%	12%	14%	12%	11%	12%	14%	13%	12%	13%	12%	10%	-	12%	-	10%	13%	10%	13%	-	-
I possibly would/possibly wouldn't	209	104	105	82	73	54	132	77	141	68	182	15	8	4	209	-	63	145	63	145	-	-
	19%	20%	18%	18%	19%	20%	18%	21%	19%	19%	19%	17%	17%	21%	19%	-	22%	18%	22%	18%	-	-
I probably would	274	109	165	110	90	74	178	96	186	88	236	25	7	6	274	-	65	207	65	207	-	-
	25%	21%	28%	24%	24%	27%	24%	26%	25%	25%	25%	28%	15%	32%	25%	-	23%	25%	23%	25%	-	-
I definitely would	323	151	172	141	110	72	219	104	226	97	274	26	19	4	323	-	89	233	89	233	-	-
	29%	29%	29%	31%	29%	26%	30%	28%	30%	27%	29%	29%	40%	21%	29%	-	32%	28%	32%	28%	-	-
NET: Would	597	260	337	251	200	146	397	200	412	185	510	51	26	10	597	-	154	440	154	440	-	-
	54%	50%	57%	55%	53%	53%	54%	55%	55%	52%	54%	57%	54%	53%	54%	-	55%	54%	55%	54%	-	-
NET: Would/might	806	364	442	333	273	200	529	277	553	253	692	66	34	14	806	-	217	585	217	585	-	-
	73%	70%	75%	73%	72%	73%	71%	76%	74%	71%	73%	74%	71%	74%	73%	-	77%	71%	77%	71%	-	-
NET: Wouldn't	301	156	145	122	106	73	213	88	198	103	259	23	14	5	301	-	64	236	64	236	-	-
	27%	30%	25%	27%	28%	27%	29%	24%	26%	29%	27%	26%	29%	26%	27%	-	23%	29%	23%	29%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 76

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	1107															
Total	788	-**	632	428	-**	-**	670	293	614	677	563	600	825	-*	902	-**
I definitely wouldn't	163	-	107	53	-	-	116	34	117	121	110	114	128	-	135	-
	15%		17%	12%			17%	12%	19%	18%	20%	19%	16%		15%	
I probably wouldn't	138	-	59	64	-	-	90	22	74	79	63	67	97	-	112	-
	12%		9%	15%			13%	8%	12%	12%	11%	11%	12%		12%	
I possibly would/possibly wouldn't	209	-	114	74	-	-	124	46	104	112	96	102	141	-	154	-
	19%		18%	17%			19%	16%	17%	17%	17%	17%	17%		17%	
I probably would	274	-	157	104	-	-	152	78	150	169	139	149	208	-	228	-
	25%		25%	24%			23%	27%	24%	25%	25%	25%	25%		25%	
I definitely would	323	-	195	133	-	-	188	113	169	196	155	168	251	-	273	-
	29%		31%	31%			28%	39%	28%	29%	28%	28%	30%		30%	
NET: Would	597	-	352	237	-	-	340	191	319	365	294	317	459	-	501	-
	54%		56%	55%			51%	65%	52%	54%	52%	53%	56%		56%	
NET: Would/might	806	-	466	311	-	-	464	237	423	477	390	419	600	-	655	-
	73%		74%	73%			69%	81%	69%	70%	69%	70%	73%		73%	
NET: Wouldn't	301	-	166	117	-	-	206	56	191	200	173	181	225	-	247	-
	27%		26%	27%			31%	19%	31%	30%	31%	30%	27%		27%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 77

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	520	587	455	379	273	742	365	751	356	951	89*	48*	19**	1107	-**	281	821	281	821	-**	-**
I definitely wouldn't	200	112	88	75	50	152	48	126	74	168	16	10	6	200	-	50	148	50	148	-	-
	18%	22% <sup>ab</sup>	15%	16%	20%	20% <sup>cd</sup>	13%	17%	21%	18%	18%	21%	32%	18%	-	18%	18%	18%	18%	-	-
I probably wouldn't	227	110	117	96	72	147	80	148	79	199	18	7	3	227	-	51	175	51	175	-	-
	21%	21%	20%	21%	19%	22%	20%	20%	22%	21%	20%	15%	16%	21%	-	18%	21%	18%	21%	-	-
I possibly would/possibly wouldn't	222	93	129	84	73	135	87	146	76	191	15	12	4	222	-	73	148	73	148	-	-
	20%	18%	22%	18%	19%	24%	24% <sup>de</sup>	19%	21%	20%	17%	25%	21%	20%	-	26% <sup>fg</sup>	18%	26% <sup>gh</sup>	18%	-	-
I probably would	258	103	155	111	89	162	96	186	72	221	25	9	3	258	-	53	204	53	204	-	-
	23%	20%	26% <sup>ab</sup>	24%	23%	22%	26%	25%	20%	23%	28%	19%	16%	23%	-	19%	25% <sup>gh</sup>	19%	25% <sup>gh</sup>	-	-
I definitely would	200	102	98	89	70	146	54	145	55	172	15	10	3	200	-	54	146	54	146	-	-
	18%	20%	17%	20%	18%	20% <sup>cd</sup>	15%	15%	15%	18%	17%	21%	16%	18%	-	19%	18%	19%	18%	-	-
NET: Would	458	205	253	200	159	308	150	331	127	393	40	19	6	458	-	107	350	107	350	-	-
	41%	39%	43%	43% <sup>cd</sup>	42%	42%	41%	44% <sup>de</sup>	36%	41%	45%	40%	32%	41%	-	38%	43%	38%	43%	-	-
NET: Would/might	680	298	382	284	232	443	237	477	203	584	55	31	10	680	-	180	498	180	498	-	-
	61%	57%	65% <sup>ab</sup>	62%	61%	60%	60%	65% <sup>cd</sup>	57%	61%	62%	65%	53%	61%	-	64%	61%	64%	61%	-	-
NET: Wouldn't	427	222	205	171	147	299	128	274	153	367	34	17	9	427	-	101	323	101	323	-	-
	39%	43% <sup>ab</sup>	35%	38%	39%	40%	35%	36%	43% <sup>de</sup>	39%	38%	35%	47%	39%	-	36%	39%	36%	39%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 78

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)	
Total	1107	788	-**	632	428	-**	-**	670	293	614	677	563	600	825	-*	902	-**
I definitely wouldn't	200	145	-	124	72	-	-	142	38	133	140	125	130	154	-	163	-
	18%	18%	-	20%	17%	-	-	21%	13%	22%	21%	22%	22%	19%	-	18%	-
I probably wouldn't	227	160	-	112	95	-	-	146	46	136	140	117	121	162	-	182	-
	21%	20%	-	18%	22%	-	-	22%	16%	22%	21%	21%	20%	20%	-	20%	-
I possibly would/possibly wouldn't	222	160	-	121	78	-	-	129	52	116	128	112	121	158	-	176	-
	20%	20%	-	19%	18%	-	-	19%	18%	19%	19%	20%	20%	19%	-	20%	-
I probably would	258	171	-	152	93	-	-	139	82	130	150	121	131	193	-	211	-
	23%	22%	-	24%	22%	-	-	21%	28%	21%	22%	21%	22%	23%	-	23%	-
I definitely would	200	152	-	123	90	-	-	114	75	99	119	88	97	158	-	170	-
	18%	19%	-	19%	21%	-	-	17%	26%	16%	18%	16%	16%	19%	-	19%	-
NET: Would	458	323	-	275	183	-	-	253	157	229	269	209	228	351	-	381	-
	41%	41%	-	44%	43%	-	-	38%	54%	37%	40%	37%	38%	43%	-	42%	-
NET: Would/might	680	483	-	396	261	-	-	382	209	345	397	321	349	509	-	557	-
	61%	61%	-	63%	61%	-	-	57%	71%	56%	59%	57%	58%	62%	-	62%	-
NET: Wouldn't	427	305	-	236	167	-	-	288	84	269	280	242	251	316	-	345	-
	39%	39%	-	37%	39%	-	-	43%	29%	44%	41%	43%	42%	38%	-	38%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 79

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	520	587	455	379	273	742	365	751	356	951	89*	48*	19**	1107	-**	281	821	281	821	-**	-**
I definitely wouldn't	270	143	127	105	93	72	196	74	170	100	231	20	12	7	270	-	70	198	70	198	-
	24%	24%	22%	23%	25%	26%	20%	23%	29%	24%	22%	25%	37%	24%	-	25%	24%	25%	24%	-	-
I probably wouldn't	300	132	168	121	97	82	195	105	197	103	258	29	10	3	300	-	69	229	69	229	-
	27%	25%	29%	27%	26%	30%	26%	29%	26%	29%	27%	33%	21%	16%	27%	-	25%	28%	25%	28%	-
I possibly would/possibly wouldn't	217	89	128	86	76	55	130	87	143	74	188	12	12	5	217	-	55	161	55	161	-
	20%	17%	22%	19%	20%	20%	18%	24%	19%	21%	20%	13%	25%	26%	20%	-	20%	20%	20%	20%	-
I probably would	197	90	107	78	70	49	122	75	144	53	167	20	9	1	197	-	48	149	48	149	-
	18%	17%	18%	17%	18%	18%	16%	21%	19%	15%	18%	22%	19%	5%	18%	-	17%	18%	17%	18%	-
I definitely would	123	66	57	65	43	15	99	24	97	26	107	8	5	3	123	-	39	84	39	84	-
	11%	13%	10%	14%	11%	5%	13%	7%	13%	7%	11%	9%	10%	16%	11%	-	14%	10%	14%	10%	-
NET: Would	320	156	164	143	113	64	221	99	241	79	274	28	14	4	320	-	87	233	87	233	-
	29%	30%	28%	31%	30%	23%	30%	27%	32%	22%	29%	31%	29%	21%	29%	-	31%	28%	31%	28%	-
NET: Would/might	537	245	292	229	189	119	351	186	384	153	462	40	26	9	537	-	142	394	142	394	-
	49%	47%	50%	50%	50%	44%	47%	51%	51%	43%	49%	45%	54%	47%	49%	-	51%	48%	51%	48%	-
NET: Wouldn't	570	275	295	226	190	154	391	179	367	203	489	49	22	10	570	-	139	427	139	427	-
	51%	53%	50%	50%	50%	56%	53%	49%	49%	57%	51%	55%	46%	53%	51%	-	49%	52%	49%	52%	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 80

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
<b>Total</b>	<b>1107</b>															
Total	788	-**	632	428	-**	-**	670	293	614	677	563	600	825	-*	902	-**
I definitely wouldn't	270	-	163	101	-	-	190	51	180	188	168	174	205	-	222	-
	24%	-	26%	24%	-	-	28%	17%	29%	28%	30%	29%	25%	-	25%	-
I probably wouldn't	300	-	148	126	-	-	189	59	183	191	165	170	219	-	245	-
	27%	-	23%	29%	-	-	28%	20%	30%	28%	29%	28%	27%	-	27%	-
I possibly would/possibly wouldn't	217	-	116	78	-	-	128	55	110	121	100	108	155	-	168	-
	20%	-	18%	18%	-	-	19%	19%	18%	18%	18%	18%	19%	-	19%	-
I probably would	197	-	121	70	-	-	97	77	92	112	83	95	150	-	162	-
	18%	-	19%	16%	-	-	14%	26%	15%	17%	15%	16%	18%	-	18%	-
I definitely would	123	-	84	53	-	-	66	51	49	65	47	53	96	-	105	-
	11%	-	13%	12%	-	-	10%	17%	8%	10%	8%	9%	12%	-	12%	-
NET: Would	320	-	205	123	-	-	163	128	141	177	130	148	246	-	267	-
	29%	-	32%	29%	-	-	24%	44%	23%	26%	23%	25%	30%	-	30%	-
NET: Would/might	537	-	321	201	-	-	291	183	251	298	230	256	401	-	435	-
	49%	-	51%	47%	-	-	43%	62%	41%	44%	41%	43%	49%	-	48%	-
NET: Wouldn't	570	-	311	227	-	-	379	110	363	379	333	344	424	-	467	-
	51%	-	49%	53%	-	-	37%	38%	59%	56%	59%	57%	51%	-	52%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 81

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1107	520	587	455	379	273	742	365	751	356	951	89*	48*	19**	1107	-**	281	821	281	821	-**	-**
I definitely wouldn't	393	194	199	146	139	108	270	123	241	152	333	29	20	11	393	-	103	287	103	287	-	-
	36%	37%	34%	32%	37%	40%	36%	34%	32%	43%	35%	33%	42%	58%	36%	-	37%	35%	37%	35%	-	-
I probably wouldn't	377	162	215	149	121	107	239	138	245	132	330	34	10	3	377	-	87	289	87	289	-	-
	34%	31%	37%	33%	32%	39%	32%	38%	33%	37%	35%	38%	21%	16%	34%	-	31%	35%	31%	35%	-	-
I possibly would/possibly wouldn't	159	77	82	66	58	35	101	58	119	40	134	10	12	3	159	-	37	121	37	121	-	-
	14%	15%	14%	15%	15%	13%	14%	16%	18%	11%	14%	11%	25%	16%	14%	-	13%	15%	13%	15%	-	-
I probably would	116	57	59	54	43	19	75	41	92	24	96	14	5	1	116	-	36	80	36	80	-	-
	10%	11%	10%	12%	11%	7%	10%	11%	12%	7%	10%	16%	10%	5%	10%	-	13%	10%	13%	10%	-	-
I definitely would	62	30	32	40	18	4	57	5	54	8	58	2	1	1	62	-	18	44	18	44	-	-
	6%	6%	5%	9%	5%	1%	8%	1%	7%	2%	6%	2%	2%	5%	6%	-	6%	5%	6%	5%	-	-
NET: Would	178	87	91	94	61	23	132	46	146	32	154	16	6	2	178	-	54	124	54	124	-	-
	16%	17%	16%	21%	16%	8%	18%	13%	19%	9%	16%	18%	13%	11%	16%	-	19%	15%	19%	15%	-	-
NET: Would/might	337	164	173	160	119	58	233	104	265	72	288	26	18	5	337	-	91	245	91	245	-	-
	30%	32%	29%	35%	31%	21%	31%	28%	35%	20%	30%	29%	38%	26%	30%	-	32%	30%	32%	30%	-	-
NET: Wouldn't	770	356	414	295	260	215	509	261	486	284	663	63	30	14	770	-	190	576	190	576	-	-
	70%	68%	71%	65%	69%	73%	69%	72%	65%	63%	70%	71%	63%	74%	70%	-	68%	70%	68%	70%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 82

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	1107															
I definitely wouldn't	393															
I probably wouldn't	377															
I possibly would/possibly wouldn't	159															
I probably would	116															
I definitely would	62															
NET: Would	178															
NET: Would/might	337															
NET: Wouldn't	770															

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 83

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1107	520	587	455	379	273	742	365	751	356	951	89*	48*	19**	1107	-**	281	821	281	821	-**	-**
I definitely wouldn't	507	244	263	189	177	141	334	173	312	195	429	41	22	15	507	-	124	379	124	379	-	-
	46%	47%	45%	42%	47%	52% <sup>sd</sup>	45%	47%	42%	55% <sup>sd</sup>	45%	46%	46%	79%	46%	-	44%	46%	44%	46%	-	-
I probably wouldn't	368	166	202	141	125	102	247	121	252	116	322	31	13	2	368	-	86	282	86	282	-	-
	33%	32%	34%	31%	33%	37%	33%	33%	34%	33%	34%	35%	27%	11%	33%	-	31%	34%	31%	34%	-	-
I possibly would/possibly wouldn't	115	51	64	56	38	21	75	40	85	30	95	10	9	1	115	-	32	82	32	82	-	-
	10%	10%	11%	12%	10%	8%	10%	11%	11%	8%	10%	11%	19%	5%	10%	-	11%	10%	11%	10%	-	-
I probably would	81	39	42	43	30	8	54	27	69	12	71	6	4	-	81	-	27	54	27	54	-	-
	7%	8%	7%	9% <sup>sd</sup>	8% <sup>sd</sup>	3%	7%	7%	9% <sup>sd</sup>	3%	7%	7%	8%	-	7%	-	10%	7%	10%	7%	-	-
I definitely would	36	20	16	26	9	1	32	4	33	3	34	1	-	1	36	-	12	24	12	24	-	-
	3%	4%	3%	6% <sup>sd</sup>	2% <sup>sd</sup>	*	4% <sup>sd</sup>	1%	4% <sup>sd</sup>	1%	4%	1%	-	5%	3%	-	4%	3%	4%	3%	-	-
NET: Would	117	59	58	69	39	9	86	31	102	15	105	7	4	1	117	-	39	78	39	78	-	-
	11%	11%	10%	15% <sup>sd</sup>	10% <sup>sd</sup>	3%	12%	8%	14% <sup>sd</sup>	4%	11%	8%	8%	5%	11%	-	14% <sup>sd</sup>	10%	14% <sup>sd</sup>	10%	-	-
NET: Would/might	232	110	122	125	77	30	161	71	187	45	200	17	13	2	232	-	71	160	71	160	-	-
	21%	21%	21%	27% <sup>sd</sup>	20% <sup>sd</sup>	11%	22%	19%	25% <sup>sd</sup>	13%	21%	19%	27%	11%	21%	-	25% <sup>sd</sup>	19%	25% <sup>sd</sup>	19%	-	-
NET: Wouldn't	875	410	465	330	302	243	581	294	564	311	751	72	35	17	875	-	210	661	210	661	-	-
	79%	79%	79%	73%	80% <sup>sd</sup>	68% <sup>sd</sup>	78%	81%	75%	67% <sup>sd</sup>	79%	81%	73%	89%	79%	-	75%	81% <sup>sd</sup>	75%	81% <sup>sd</sup>	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 84

QC3A: You said you [would][might] request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)	
Total	1107	788	-**	632	428	-**	-**	670	293	614	677	563	600	825	-*	902	-**
I definitely wouldn't	507	362	-	286	204	-	-	345	114	345	361	315	325	400	-	431	-
	46%	46%	-	45%	48%	-	-	51%	39%	56%	53%	56%	54%	48%	-	48%	-
I probably wouldn't	368	271	-	195	142	-	-	228	76	207	220	187	197	262	-	296	-
	33%	34%	-	31%	33%	-	-	34%	26%	34%	32%	33%	33%	32%	-	33%	-
I possibly would/possibly wouldn't	115	73	-	67	32	-	-	48	42	37	44	36	42	76	-	80	-
	10%	9%	-	11%	7%	-	-	7%	14%	6%	6%	6%	7%	9%	-	9%	-
I probably would	81	52	-	58	30	-	-	32	44	19	38	20	28	58	-	64	-
	7%	7%	-	9%	7%	-	-	5%	15%	3%	6%	4%	5%	7%	-	7%	-
I definitely would	36	30	-	26	20	-	-	17	17	6	14	5	8	29	-	31	-
	3%	4%	-	4%	5%	-	-	3%	6%	1%	2%	1%	1%	4%	-	3%	-
NET: Would	117	82	-	84	50	-	-	49	61	25	52	25	36	87	-	95	-
	11%	10%	-	13%	12%	-	-	7%	21%	4%	8%	4%	6%	11%	-	11%	-
NET: Would/might	232	155	-	151	82	-	-	97	103	62	96	61	78	163	-	175	-
	21%	20%	-	24%	19%	-	-	14%	35%	10%	14%	11%	13%	20%	-	19%	-
NET: Wouldn't	875	633	-	481	346	-	-	573	190	552	581	502	522	662	-	727	-
	79%	80%	-	76%	81%	-	-	86%	65%	90%	86%	89%	87%	80%	-	81%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 85

QC3B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	301	156	145	122	106	73*	213	88*	198	103	259	23**	14**	5**	301	-**	64*	236	64*	236	-**	-**
Because I should not have to pay anything for this option	197 65%	104 67%	93 64%	77 63%	66 62%	54 74%	133 62%	64 73%	121 61%	76 74%	168 65%	14 61%	13 93%	2 40%	197 65%	-	42 66%	154 65%	42 66%	154 65%	-	-
Because it's not worth paying extra for	143 48%	73 47%	70 48%	70 57%	49 46%	24 33%	107 50%	36 41%	103 52%	40 39%	125 48%	12 52%	3 21%	3 60%	143 48%	-	34 53%	109 46%	34 53%	109 46%	-	-
Other (please type in)	14 5%	10 6%	4 3%	3 2%	7 7%	4 5%	12 6%	2 2%	8 4%	6 6%	13 5%	-	1 7%	-	14 5%	-	3 5%	11 5%	3 5%	11 5%	-	-
Don't know	3 1%	2 1%	1 1%	1 1%	2 2%	-	1 *	2 2%	2 1%	1 1%	2 1%	1 4%	-	-	3 1%	-	1 2%	2 1%	1 2%	2 1%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 86

QC3B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	301	217	-**	166	117	-**	-**	206	56*	191	200	173	181	225	-*	247	-**
Because I should not have to pay anything for this option	197	142	-	106	80	-	-	137	33	132	139	119	126	154	-	166	-
	65%	65%	-	64%	68%	-	-	67%	59%	69%	70%	69%	70%	68%	-	67%	-
Because it's not worth paying extra for	143	97	-	81	55	-	-	99	30	94	96	87	89	107	-	118	-
	48%	45%	-	49%	47%	-	-	48%	54%	49%	48%	50%	49%	48%	-	48%	-
Other (please type in)	14	13	-	7	6	-	-	10	3	9	10	9	10	12	-	13	-
	5%	6%	-	4%	5%	-	-	5%	5%	5%	5%	5%	6%	5%	-	5%	-
Don't know	3	2	-	2	-	-	-	1	1	1	1	1	1	1	-	1	-
	1%	1%	-	1%	-	-	-	*	2%	1%	1%	1%	1%	*	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 87

QC3E: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1164	554	610	486	398	280	780	384	798	366	1000	93*	50*	20**	1164	-**	294	865	294	865	-**	-**
I definitely wouldn't	142	66	76	57	58	27	89	53	102	40	120	9	6	6	142	-	31	111	31	111	-	-
	12%	12%	12%	12%	15%	10%	11%	14%	13%	11%	12%	10%	12%	30%	12%	-	11%	13%	11%	13%	-	-
I probably wouldn't	243	105	138	80	88	75	174	69	150	93	209	23	5	6	243	-	67	173	67	173	-	-
	21%	19%	23%	16%	22% <sup>cd</sup>	27% <sup>cd</sup>	22%	18%	19%	25% <sup>cd</sup>	21%	25% <sup>cd</sup>	10%	30%	21%	-	23%	20%	23%	20%	-	-
I possibly would/possibly wouldn't	407	198	209	171	142	94	268	139	273	134	355	28	20	4	407	-	106	300	106	300	-	-
	35%	36%	34%	35%	36%	34%	34%	36%	34%	37%	36%	30%	40%	20%	35%	-	36%	35%	36%	35%	-	-
I probably would	257	119	138	123	78	56	163	94	189	68	214	25	15	3	257	-	58	198	58	198	-	-
	22%	21%	23%	23% <sup>cd</sup>	20%	20%	21%	24%	24%	19%	21%	27%	30%	15%	22%	-	20%	23%	20%	23%	-	-
I definitely would	115	66	49	55	32	28	86	29	84	31	102	8	4	1	115	-	32	83	32	83	-	-
	10%	12% <sup>ab</sup>	8%	11%	8%	10%	11%	8%	11%	8%	10%	9%	8%	5%	10%	-	11%	10%	11%	10%	-	-
NET: Would	372	185	187	178	110	84	249	123	273	99	316	33	19	4	372	-	90	281	90	281	-	-
	32%	33%	31%	37% <sup>cd</sup>	28%	30%	32%	32%	34% <sup>cd</sup>	27%	32%	35%	38%	20%	32%	-	31%	32%	31%	32%	-	-
NET: Would/might	779	383	396	349	252	178	517	262	546	233	671	61	39	8	779	-	196	581	196	581	-	-
	67%	69%	65%	72% <sup>cd</sup>	63%	64%	66%	68%	68%	64%	67%	66%	78%	40%	67%	-	67%	67%	67%	67%	-	-
NET: Wouldn't	385	171	214	137	146	102	263	122	252	133	329	32	11	12	385	-	98	284	98	284	-	-
	33%	31%	35%	28%	37% <sup>cd</sup>	36% <sup>cd</sup>	34%	32%	32%	36%	33%	34%	22%	60%	33%	-	33%	33%	33%	33%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 88

QC3E: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	1164	-**	673	443	-**	-**	689	322	633	708	582	627	862	-*	947	-**
I definitely wouldn't	142	-	79	60	-	-	89	41	90	95	82	85	105	-	120	-
	12%	-	12%	14%	-	-	13%	13%	14%	13%	14%	14%	12%	-	13%	-
I probably wouldn't	243	-	129	109	-	-	168	51	166	173	153	157	199	-	217	-
	21%	-	19%	25%	-	-	24%	16%	26%	24%	26%	25%	23%	-	23%	-
I possibly would/possibly wouldn't	407	-	231	128	-	-	239	89	220	237	200	215	293	-	318	-
	35%	-	34%	29%	-	-	36%	28%	35%	33%	34%	34%	34%	-	34%	-
I probably would	257	-	154	102	-	-	125	99	106	135	97	112	177	-	199	-
	22%	-	23%	23%	-	-	18%	31%	17%	19%	17%	18%	21%	-	21%	-
I definitely would	115	-	80	44	-	-	68	42	51	68	50	58	88	-	93	-
	10%	-	12%	10%	-	-	10%	13%	8%	10%	9%	9%	10%	-	10%	-
NET: Would	372	-	234	146	-	-	193	141	157	203	147	170	265	-	292	-
	32%	-	35%	33%	-	-	28%	44%	25%	29%	25%	27%	31%	-	31%	-
NET: Would/might	779	-	465	274	-	-	432	230	377	440	347	385	558	-	610	-
	67%	-	69%	62%	-	-	63%	71%	60%	62%	60%	61%	65%	-	64%	-
NET: Wouldn't	385	-	208	169	-	-	257	92	256	268	235	242	304	-	337	-
	33%	-	31%	38%	-	-	37%	29%	40%	38%	40%	39%	35%	-	36%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	779	383	396	349	252	178	517	262	546	233	671	61*	39*	8**	779	-**	196	581	196	581	-**	-**
To give notice	234	126	108	87	91	56	158	76	162	72	192	22	16	4	234	-	52	182	52	182	-	-
	30%	33%	27%	25%	36%	31%	31%	29%	30%	31%	29%	36%	41%	50%	30%	-	27%	31%	27%	31%	-	-
To check that my service had been cancelled	225	109	116	89	71	65	152	73	152	73	191	16	14	4	225	-	63	161	63	161	-	-
	29%	28%	29%	26%	28%	37%	29%	28%	28%	31%	28%	26%	36%	50%	29%	-	32%	28%	32%	28%	-	-
To check how much my final bill would be	201	89	112	85	64	52	133	68	129	72	171	12	11	7	201	-	52	148	52	148	-	-
	26%	23%	28%	24%	25%	29%	26%	24%	24%	31%	25%	20%	28%	88%	26%	-	27%	25%	27%	25%	-	-
To arrange the 'stop date'	181	91	90	73	57	51	124	57	122	59	157	11	8	5	181	-	46	135	46	135	-	-
	23%	24%	23%	21%	23%	29%	24%	22%	22%	25%	23%	18%	21%	63%	23%	-	23%	23%	23%	23%	-	-
To find out when my contract ended	178	91	87	62	62	54	120	58	121	57	146	19	10	3	178	-	32	146	32	146	-	-
	23%	24%	22%	18%	25%	30%	23%	22%	22%	24%	22%	31%	26%	38%	23%	-	16%	25%	16%	25%	-	-
To negotiate a better deal	160	81	79	74	52	34	106	54	115	45	144	7	6	3	160	-	33	127	33	127	-	-
	21%	21%	20%	21%	21%	19%	21%	21%	21%	19%	21%	11%	15%	38%	21%	-	17%	22%	17%	22%	-	-
To find out if I needed to give them a notice period to leave	140	67	73	52	50	38	99	41	91	49	116	15	7	2	140	-	26	114	26	114	-	-
	18%	17%	18%	15%	20%	21%	19%	16%	17%	21%	17%	25%	18%	25%	18%	-	13%	20%	13%	20%	-	-
To find out about any charges for ending my contract early	125	66	59	53	40	32	81	44	77	48	108	7	7	3	125	-	27	97	27	97	-	-
	16%	17%	15%	15%	16%	18%	16%	17%	14%	21%	16%	11%	18%	38%	16%	-	14%	17%	14%	17%	-	-
To find out what I needed to do to change provider	94	52	42	41	27	26	69	25	60	34	80	5	8	1	94	-	32	62	32	62	-	-
	12%	14%	11%	12%	11%	15%	13%	10%	11%	15%	12%	8%	21%	13%	12%	-	16%	11%	16%	11%	-	-
To obtain information about my contract e.g. my usage patterns/spend	61	29	32	31	22	8	47	14	48	13	56	3	2	-	61	-	16	45	16	45	-	-
	8%	8%	8%	9%	9%	4%	9%	5%	9%	6%	8%	5%	5%	-	8%	-	8%	8%	8%	8%	-	-
To talk about their products and services	58	30	28	29	22	7	42	16	44	14	52	-	4	2	58	-	11	47	11	47	-	-
	7%	8%	7%	8%	9%	4%	8%	6%	8%	6%	8%	-	10%	25%	-	-	6%	8%	6%	8%	-	-
Other (please type in)	6	4	2	1	2	3	4	2	2	4	5	1	-	-	6	-	1	5	1	5	-	-
	1%	1%	1%	*	1%	2%	1%	1%	*	2%	1%	2%	-	-	1%	-	1%	1%	1%	1%	-	-
Don't know/don't recall	68	34	34	30	22	16	40	28	43	25	57	6	5	-	68	-	18	49	18	49	-	-
	9%	9%	9%	9%	9%	9%	8%	11%	8%	11%	8%	10%	13%	-	9%	-	9%	8%	9%	8%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	779	383	396	349	252	178	517	262	546	233	671	61*	39*	8**	779	-**	196	581	196	581	-**	-**
NET: To give notice/To find out if I needed to give them a notice period to leave	315 40%	165 43%	150 38%	123 35%	121 48%	71 40%	218 42%	97 37%	221 40%	94 40%	261 39%	33 54%	16 41%	5 63%	315 40%	-	71 36%	244 42%	71 36%	244 42%	-	-
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	493 63%	250 65%	243 61%	206 59%	171 68%	116 65%	335 65%	158 60%	350 64%	143 61%	424 63%	41 67%	22 56%	6 75%	493 63%	-	126 64%	366 63%	126 64%	366 63%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice	636 82%	310 81%	326 82%	288 83%	200 79%	148 83%	425 82%	211 81%	448 82%	188 81%	552 82%	45 74%	31 79%	8 100%	636 82%	-	159 81%	476 82%	159 81%	476 82%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	537 69%	257 67%	280 71%	244 70%	176 70%	117 66%	364 70%	173 66%	376 69%	161 69%	463 69%	38 62%	28 72%	8 100%	537 69%	-	126 64%	410 71%	126 64%	410 71%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 90

QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store/ web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	779	539	**	465	274	-**	-**	432	230	377	440	347	385	558	-*	610	-**
To give notice	234	156	-	147	80	-	-	133	69	124	144	119	132	175	-	189	-
	30%	29%	-	32%	29%	-	-	31%	30%	33%	33%	34%	34%	31%	-	31%	-
To check that my service had been cancelled	225	140	-	130	85	-	-	139	60	116	131	111	119	165	-	183	-
	29%	26%	-	28%	31%	-	-	32%	26%	31%	30%	32%	31%	30%	-	30%	-
To check how much my final bill would be	201	140	-	128	67	-	-	115	57	102	120	96	108	153	-	164	-
	26%	26%	-	28%	24%	-	-	27%	25%	27%	27%	28%	28%	27%	-	27%	-
To arrange the 'stop date'	181	119	-	122	57	-	-	100	56	92	114	86	99	139	-	150	-
	23%	22%	-	26%	21%	-	-	23%	24%	24%	26%	25%	26%	25%	-	25%	-
To find out when my contract ended	178	115	-	111	63	-	-	110	46	95	109	87	95	131	-	146	-
	23%	21%	-	24%	23%	-	-	25%	20%	25%	25%	25%	25%	23%	-	24%	-
To negotiate a better deal	160	113	-	100	58	-	-	87	52	81	99	83	93	116	-	131	-
	21%	21%	-	22%	21%	-	-	20%	23%	21%	23%	24%	24%	21%	-	21%	-
To find out if I needed to give them a notice period to leave	140	92	-	89	46	-	-	81	40	72	90	69	76	110	-	120	-
	18%	17%	-	19%	17%	-	-	19%	17%	19%	20%	20%	20%	20%	-	20%	-
To find out about any charges for ending my contract early	125	84	-	74	55	-	-	64	45	56	76	54	65	99	-	102	-
	16%	16%	-	16%	20%	-	-	15%	20%	15%	17%	16%	17%	18%	-	17%	-
To find out what I needed to do to change provider	94	56	-	59	35	-	-	52	32	45	56	37	45	71	-	74	-
	12%	10%	-	13%	13%	-	-	12%	14%	12%	13%	11%	12%	13%	-	12%	-
To obtain information about my contract e.g. my usage patterns/spend	61	44	-	45	23	-	-	25	28	27	35	25	32	48	-	49	-
	8%	8%	-	10%	8%	-	-	6%	12%	7%	8%	7%	8%	9%	-	8%	-
To talk about their products and services	58	41	-	40	25	-	-	33	16	23	33	23	29	44	-	47	-
	7%	8%	-	9%	9%	-	-	8%	7%	6%	8%	7%	8%	8%	-	8%	-
Other (please type in)	6	4	-	3	3	-	-	4	-	2	2	2	2	4	-	4	-
	1%	1%	-	1%	1%	-	-	1%	-	1%	*	1%	1%	1%	-	1%	-
Don't know/don't recall	68	50	-	31	16	-	-	37	4	32	33	25	26	40	-	44	-
	9%	9%	-	7%	6%	-	-	9%	2%	8%	8%	7%	7%	7%	-	7%	-
NET: To give notice/To find out if I needed to give them a notice period to leave	315	212	-	196	110	-	-	180	93	162	194	154	172	240	-	261	-
	40%	39%	-	42%	40%	-	-	42%	40%	43%	44%	44%	45%	43%	-	43%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 90

QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	779	539	**	465	274	-**	-**	432	230	377	440	347	385	558	-*	610	-**
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	493	325	-	306	174	-	-	273	154	245	293	232	259	368	-	402	-
	63%	60%	-	66%	64%	-	-	63%	67%	65%	67%	67%	67%	66%	-	66%	-
NET: All except single mentions of to give notice/to find out if needed to give notice	636	438	-	395	225	-	-	356	199	314	374	291	327	472	-	513	-
	82%	81%	-	85%	82%	-	-	82%	87%	83%	85%	84%	85%	85%	-	84%	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	537	371	-	333	192	-	-	301	164	263	316	245	278	400	-	437	-
	69%	69%	-	72%	70%	-	-	70%	71%	70%	72%	71%	72%	72%	-	72%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 91

QC3G: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1164	610	486	398	280	780	384	798	366	1000	93*	50*	20**	1164	-**	294	865	294	865	-**	-**
I would have spent more time speaking to my previous provider	117	57	62	37	18	78	39	94	23	101	11	3	2	117	-	26	91	26	91	-	-
	10%	9%	13%	9%	6%	10%	10%	12%	6%	10%	12%	6%	10%	10%	-	9%	11%	9%	11%	-	-
It would not have changed the amount of time I would have spent speaking to my previous provider	289	135	132	91	66	194	95	212	77	249	21	17	2	289	-	79	210	79	210	-	-
	25%	22%	27%	23%	24%	25%	25%	27%	21%	25%	23%	34%	10%	25%	-	27%	24%	27%	24%	-	-
I would have spent less time speaking to my previous provider	658	360	252	236	170	446	212	426	232	566	53	24	15	658	-	165	489	165	489	-	-
	57%	59%	52%	59%	61%	57%	55%	53%	63%	57%	57%	48%	75%	57%	-	56%	57%	56%	57%	-	-
Don't know	100	58	40	34	26	62	38	66	34	84	8	6	1	100	-	24	75	24	75	-	-
	9%	10%	8%	9%	9%	8%	10%	8%	9%	8%	9%	12%	5%	9%	-	8%	9%	8%	9%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QC3G: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1164	828	-**	673	443	-**	-**	689	322	633	708	582	627	862	-	947	-**
I would have spent more time speaking to my previous provider	117	87	-	89	33	-	-	58	46	52	66	46	53	93	-	101	-
	10%	11%	-	13% <sup>d</sup>	7%	-	-	8%	14% <sup>d</sup>	8%	9%	8%	8%	11%	-	11%	-
It would not have changed the amount of time I would have spent speaking to my previous provider	289	197	-	179	94	-	-	153	91	128	155	112	129	201	-	224	-
	25%	24%	-	27% <sup>d</sup>	21%	-	-	22%	28% <sup>d</sup>	20%	22%	19%	21%	23%	-	24%	-
I would have spent less time speaking to my previous provider	658	476	-	352	292	-	-	427	173	405	435	379	397	503	-	553	-
	57%	57%	-	52%	66% <sup>d</sup>	-	-	62% <sup>d</sup>	54%	64%	61%	65%	63%	58%	-	58%	-
Don't know	100	68	-	53	24	-	-	51	12	48	52	45	48	65	-	69	-
	9%	8%	-	8%	5%	-	-	7% <sup>d</sup>	4%	8%	7%	8%	8%	8%	-	7%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 93

QC4: How likely would you be to request your PAC online rather than [texting a free number][the way you requested your PAC last time you switched]?

Base : All PAC switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1251	607	644	524	421	306	834	417	850	401	1075	103	50*	22**	1251	-**	321	925	321	925	-**	-**
I definitely wouldn't	91 7%	43 7%	48 7%	40 8%	26 6%	25 8%	55 7%	36 9%	55 6%	36 9%	79 7%	6 6%	3 6%	3 14%	91 7%	-	32 10%	58 6%	32 10%	58 6%	-	-
I probably wouldn't	175 14%	81 13%	94 15%	66 13%	59 14%	50 16%	116 14%	59 14%	119 14%	56 14%	150 14%	17 17%	4 8%	4 18%	175 14%	-	47 15%	128 14%	47 15%	128 14%	-	-
I possibly would/possibly wouldn't	370 30%	179 29%	191 30%	149 28%	131 31%	90 29%	237 28%	133 32%	254 30%	116 29%	320 30%	30 29%	16 32%	3 14%	370 30%	-	85 26%	283 31%	85 26%	283 31%	-	-
I probably would	359 29%	173 29%	186 29%	146 28%	129 31%	84 27%	243 29%	116 28%	244 29%	115 29%	300 28%	39 38%	13 26%	7 32%	359 29%	-	98 31%	260 28%	98 31%	260 28%	-	-
I definitely would	256 20%	131 22%	125 19%	123 23%	76 18%	57 19%	183 22%	73 18%	178 21%	78 19%	226 21%	11 11%	14 28%	5 23%	256 20%	-	59 18%	196 21%	59 18%	196 21%	-	-
NET: Would	615 49%	304 50%	311 48%	269 51%	205 49%	141 46%	426 51%	189 45%	422 50%	193 48%	526 49%	50 49%	27 54%	12 55%	615 49%	-	157 49%	456 49%	157 49%	456 49%	-	-
NET: Would/might	985 79%	483 80%	502 78%	418 80%	336 80%	231 75%	663 79%	322 77%	676 80%	309 77%	846 79%	80 78%	43 86%	15 68%	985 79%	-	242 75%	739 80%	242 75%	739 80%	-	-
NET: Wouldn't	266 21%	124 20%	142 22%	106 20%	85 20%	75 25%	171 21%	95 23%	174 20%	92 23%	229 21%	23 22%	7 14%	7 32%	266 21%	-	79 25%	186 20%	79 25%	186 20%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 94

QC4: How likely would you be to request your PAC online rather than [texting a free number][the way you requested your PAC last time you switched]?

Base : All PAC switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1251	895	-**	728	467	-**	-**	735	348	678	757	618	666	930	-*	1019	-**
I definitely wouldn't	91	69	-	51	29	-	-	50	28	54	58	47	48	71	-	79	-
	7%	8%	-	7%	6%	-	-	7%	8%	8%	8%	8%	7%	8%	-	8%	-
I probably wouldn't	175	129	-	108	67	-	-	116	40	107	115	98	103	139	-	155	-
	14%	14%	-	15%	14%	-	-	16%	11%	16%	15%	16%	15%	15%	-	15%	-
I possibly would/possibly wouldn't	370	263	-	204	127	-	-	197	100	183	196	164	177	259	-	288	-
	30%	29%	-	28%	27%	-	-	27%	29%	27%	26%	27%	27%	28%	-	28%	-
I probably would	359	244	-	210	133	-	-	210	104	196	226	180	196	266	-	289	-
	29%	27%	-	29%	28%	-	-	29%	30%	29%	30%	29%	29%	29%	-	28%	-
I definitely would	256	190	-	155	111	-	-	162	76	138	162	129	142	195	-	208	-
	20%	21%	-	21%	24%	-	-	22%	22%	20%	21%	21%	21%	21%	-	20%	-
NET: Would	615	434	-	365	244	-	-	372	180	334	388	309	338	461	-	497	-
	49%	48%	-	50%	52%	-	-	51%	52%	49%	51%	50%	51%	50%	-	49%	-
NET: Would/might	985	697	-	569	371	-	-	569	280	517	584	473	515	720	-	785	-
	79%	78%	-	78%	79%	-	-	77%	80%	76%	77%	77%	77%	77%	-	77%	-
NET: Wouldn't	266	198	-	159	96	-	-	166	68	161	173	145	151	210	-	234	-
	21%	22%	-	22%	21%	-	-	23%	20%	24%	23%	23%	23%	23%	-	23%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 95

QC4: How likely would you be to request your PAC online rather than texting a free number?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1164	554	610	486	398	280	780	384	798	366	1000	93*	50*	20**	1164	-**	294	865	294	865	-**	-**
I definitely wouldn't	72 6%	32 6%	40 7%	33 7%	21 5%	18 6%	41 5%	31 8%	45 6%	27 7%	63 6%	3 3%	3 6%	3 15%	72 6%	-	21 7%	50 6%	21 7%	50 6%	-	-
I probably wouldn't	152 13%	68 12%	84 14%	60 12%	49 12%	43 15%	102 13%	50 13%	104 13%	48 13%	130 13%	15 16%	4 8%	3 15%	152 13%	-	41 14%	111 13%	41 14%	111 13%	-	-
I possibly would/possibly wouldn't	349 30%	164 30%	185 30%	137 28%	128 32%	84 30%	225 29%	124 32%	238 30%	111 30%	302 30%	28 30%	16 32%	2 10%	349 30%	-	82 28%	265 31%	82 28%	265 31%	-	-
I probably would	343 29%	163 29%	180 30%	137 28%	126 32%	80 29%	233 30%	110 29%	237 30%	106 29%	286 29%	37 40%	13 26%	7 35%	343 29%	-	94 32%	248 29%	94 32%	248 29%	-	-
I definitely would	248 21%	127 23%	121 20%	119 24%	74 19%	55 20%	179 23%	69 18%	174 22%	74 20%	219 22%	10 11%	14 28%	5 25%	248 21%	-	56 19%	191 22%	56 19%	191 22%	-	-
NET: Would	591 51%	290 52%	301 49%	256 53%	200 50%	135 48%	412 53%	179 47%	411 52%	180 49%	505 51%	47 51%	27 54%	12 60%	591 51%	-	150 51%	439 51%	150 51%	439 51%	-	-
NET: Would/might	940 81%	454 82%	486 80%	393 81%	328 82%	219 78%	637 82%	303 79%	649 81%	291 80%	807 81%	75 81%	43 86%	14 70%	940 81%	-	232 79%	704 81%	232 79%	704 81%	-	-
NET: Wouldn't	224 19%	100 18%	124 20%	93 19%	70 18%	61 22%	143 18%	81 21%	149 19%	75 20%	193 19%	18 19%	7 14%	6 30%	224 19%	-	62 21%	161 19%	62 21%	161 19%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QC4: How likely would you be to request your PAC online rather than texting a free number?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1164	828	-**	673	443	-**	-**	689	322	633	708	582	627	862	-*	947	-**
I definitely wouldn't	72	53	-	41	24	-	-	38	26	42	46	38	39	55	-	63	-
	6%	6%	-	6%	5%	-	-	6%	8%	7%	6%	7%	6%	6%	-	7%	-
I probably wouldn't	152	112	-	91	60	-	-	101	33	96	102	90	93	119	-	134	-
	13%	14%	-	14%	14%	-	-	15%	10%	15%	14%	15%	15%	14%	-	14%	-
I possibly would/possibly wouldn't	349	248	-	194	120	-	-	190	94	175	186	158	170	244	-	272	-
	30%	30%	-	29%	27%	-	-	28%	29%	28%	26%	27%	27%	28%	-	29%	-
I probably would	343	230	-	198	130	-	-	202	97	186	216	170	186	254	-	276	-
	29%	28%	-	29%	29%	-	-	29%	30%	29%	31%	29%	30%	29%	-	29%	-
I definitely would	248	185	-	149	109	-	-	158	72	134	158	126	139	190	-	202	-
	21%	22%	-	22%	25%	-	-	23%	22%	21%	22%	22%	22%	22%	-	21%	-
NET: Would	591	415	-	347	239	-	-	360	169	320	374	296	325	444	-	478	-
	51%	50%	-	52%	54%	-	-	52%	52%	51%	53%	51%	52%	52%	-	50%	-
NET: Would/might	940	663	-	541	359	-	-	550	263	495	560	454	495	688	-	750	-
	81%	80%	-	80%	81%	-	-	80%	82%	78%	79%	78%	79%	80%	-	79%	-
NET: Wouldn't	224	165	-	132	84	-	-	139	59	138	148	128	132	174	-	197	-
	19%	20%	-	20%	19%	-	-	20%	18%	22%	21%	22%	21%	20%	-	21%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 97

QC4: How likely would you be to request your PAC online rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and wouldn't take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	87*	53*	34*	38*	23**	26**	54*	33*	52*	35*	75*	10**	-**	2**	87*	-**	27**	60*	27**	60*	-**	-**
I definitely wouldn't	19	11	8	7	5	7	14	5	10	9	16	3	-	-	19	-	11	8	11	8	-	-
	22%	21%	24%	18%	22%	27%	26%	15%	19%	26%	21%	30%	-	-	22%	-	41%	13%	41%	13%	-	-
I probably wouldn't	23	13	10	6	10	7	14	9	15	8	20	2	-	1	23	-	6	17	6	17	-	-
	26%	25%	29%	16%	43%	27%	26%	27%	29%	23%	27%	20%	-	50%	26%	-	22%	28%	22%	28%	-	-
I possibly would/possibly wouldn't	21	15	6	12	3	6	12	9	16	5	18	2	-	1	21	-	3	18	3	18	-	-
	24%	28%	18%	32%	13%	23%	22%	27%	31%	14%	24%	20%	-	50%	24%	-	11%	30%	11%	30%	-	-
I probably would	16	10	6	9	3	4	10	6	7	9	14	2	-	6	16	-	4	12	4	12	-	-
	18%	19%	18%	24%	13%	15%	19%	18%	13%	26%	19%	20%	-	-	18%	-	15%	20%	15%	20%	-	-
I definitely would	8	4	4	4	2	2	4	4	4	4	7	1	-	-	8	-	3	5	3	5	-	-
	9%	8%	12%	11%	9%	8%	7%	12%	8%	11%	9%	10%	-	-	9%	-	11%	8%	11%	8%	-	-
NET: Would	24	14	10	13	5	6	14	10	11	13	21	3	-	-	24	-	7	17	7	17	-	-
	28%	26%	29%	34%	22%	23%	26%	30%	21%	37%	28%	30%	-	-	28%	-	26%	28%	26%	28%	-	-
NET: Would/might	45	29	16	25	8	12	26	19	27	18	39	5	-	1	45	-	10	35	10	35	-	-
	52%	55%	47%	66%	35%	46%	48%	58%	52%	51%	52%	50%	-	50%	52%	-	37%	58%	37%	58%	-	-
NET: Wouldn't	42	24	18	13	15	14	28	14	25	17	36	5	-	1	42	-	17	25	17	25	-	-
	48%	45%	53%	34%	65%	54%	52%	42%	48%	49%	48%	50%	-	50%	48%	-	63%	42%	63%	42%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 98

QC4: How likely would you be to request your PAC online rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and wouldn't take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	87*	67*	-**	55*	24**	-**	-**	46*	26**	45*	49*	36*	39*	68*	-*	72*	-**
I definitely wouldn't	19	16	-	10	5	-	-	12	2	12	12	9	9	16	-	16	-
	22%	24%	-	18%	21%	-	-	26%	8%	27%	24%	25%	23%	24%	-	22%	-
I probably wouldn't	23	17	-	17	7	-	-	15	7	11	13	8	10	20	-	21	-
	26%	25%	-	31%	29%	-	-	33%	27%	24%	27%	22%	26%	29%	-	29%	-
I possibly would/possibly wouldn't	21	15	-	10	7	-	-	7	6	8	10	6	7	15	-	16	-
	24%	22%	-	18%	29%	-	-	15%	23%	18%	20%	17%	18%	22%	-	22%	-
I probably would	16	14	-	12	3	-	-	8	7	10	10	10	10	12	-	13	-
	18%	21%	-	22%	13%	-	-	17%	27%	22%	20%	28%	26%	18%	-	18%	-
I definitely would	8	5	-	6	2	-	-	4	4	4	4	3	3	5	-	6	-
	9%	7%	-	11%	8%	-	-	9%	15%	9%	8%	8%	8%	7%	-	8%	-
NET: Would	24	19	-	18	5	-	-	12	11	14	14	13	13	17	-	19	-
	28%	28%	-	33%	21%	-	-	26%	42%	31%	29%	36%	33%	25%	-	26%	-
NET: Would/might	45	34	-	28	12	-	-	19	17	22	24	19	20	32	-	35	-
	52%	51%	-	51%	50%	-	-	41%	65%	49%	49%	53%	51%	47%	-	49%	-
NET: Wouldn't	42	33	-	27	12	-	-	27	9	23	25	17	19	36	-	37	-
	48%	49%	-	49%	50%	-	-	59%	35%	51%	51%	47%	49%	53%	-	51%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 99

QC4: How likely would you be to request your PAC online rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	973	455	518	402	340	231	661	312	664	309	838	78*	40*	17**	973	-**	243	725	243	725	-**	-**
I definitely wouldn't	63 6%	30 7%	33 6%	29 7%	17 5%	17 7%	36 5%	27 9%	39 6%	24 8%	55 7%	3 4%	3 8%	2 12%	63 6%	-	17 7%	45 6%	17 7%	45 6%	-	-
I probably wouldn't	129 13%	58 13%	71 14%	51 13%	42 12%	36 16%	89 13%	40 13%	86 13%	43 14%	111 13%	12 15%	4 10%	2 12%	129 13%	-	33 14%	96 13%	33 14%	96 13%	-	-
I possibly would/possibly wouldn't	251 26%	114 25%	137 26%	95 24%	94 28%	62 27%	168 25%	83 27%	165 25%	86 28%	220 26%	22 28%	8 20%	1 6%	251 26%	-	55 23%	194 27%	55 23%	194 27%	-	-
I probably would	300 31%	136 30%	164 32%	119 30%	116 34%	65 28%	204 31%	96 31%	211 32%	89 29%	248 30%	32 41%	13 33%	7 41%	300 31%	-	87 36%	212 29%	87 36%	212 29%	-	-
I definitely would	230 24%	117 26%	113 22%	108 27%	71 21%	51 22%	164 25%	66 21%	163 25%	67 22%	204 24%	9 12%	12 30%	5 29%	230 24%	-	51 21%	178 25%	51 21%	178 25%	-	-
NET: Would	530 54%	253 56%	277 53%	227 56%	187 55%	116 50%	368 56%	162 52%	374 56%	156 50%	452 54%	41 53%	25 63%	12 71%	530 54%	-	138 57%	390 54%	138 57%	390 54%	-	-
NET: Would/might	781 80%	367 81%	414 80%	322 80%	281 83%	178 77%	536 81%	245 79%	539 81%	242 78%	672 80%	63 81%	33 83%	13 76%	781 80%	-	193 79%	584 81%	193 79%	584 81%	-	-
NET: Wouldn't	192 20%	88 19%	104 20%	80 20%	59 17%	53 23%	125 19%	67 21%	125 19%	67 22%	166 20%	15 19%	7 18%	4 24%	192 20%	-	50 21%	141 19%	50 21%	141 19%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 100

QC4: How likely would you be to request your PAC online rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	973	685	-**	571	386	-**	-**	607	262	559	621	514	548	750	-*	821	-**
I definitely wouldn't	63	46	-	36	22	-	-	35	23	39	42	35	35	50	-	57	-
	6%	7%	-	6%	6%	-	-	6%	9%	7%	7%	7%	6%	7%	-	7%	-
I probably wouldn't	129	96	-	76	53	-	-	87	29	86	92	81	84	106	-	117	-
	13%	14%	-	13%	14%	-	-	14%	11%	15%	15%	16%	15%	14%	-	14%	-
I possibly would/possibly wouldn't	251	172	-	139	96	-	-	151	62	139	144	128	134	186	-	207	-
	26%	25%	-	24%	25%	-	-	25%	24%	25%	23%	25%	24%	25%	-	25%	-
I probably would	300	198	-	179	113	-	-	181	84	168	195	151	165	228	-	249	-
	31%	29%	-	31%	29%	-	-	30%	32%	30%	31%	29%	30%	30%	-	30%	-
I definitely would	230	173	-	141	102	-	-	153	64	127	148	119	130	180	-	191	-
	24%	25%	-	25%	26%	-	-	25%	24%	23%	24%	23%	24%	24%	-	23%	-
NET: Would	530	371	-	320	215	-	-	334	148	295	343	270	295	408	-	440	-
	54%	54%	-	56%	56%	-	-	55%	56%	53%	55%	53%	54%	54%	-	54%	-
NET: Would/might	781	543	-	459	311	-	-	485	210	434	487	398	429	594	-	647	-
	80%	79%	-	80%	81%	-	-	80%	80%	78%	78%	77%	78%	79%	-	79%	-
NET: Wouldn't	192	142	-	112	75	-	-	122	52	125	134	116	119	156	-	174	-
	20%	21%	-	20%	19%	-	-	20%	20%	22%	22%	23%	22%	21%	-	21%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 101

QC1/QC4: How likely would you be to request your PAC via a free text message/online rather than the way you requested it last time you switched?

Base : All PAC switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1251	607	644	524	421	306	834	417	850	401	1075	103	50*	22**	1251	-**	321	925	321	925	-**	-**
I definitely wouldn't	19	11	8	7	5	7	14	5	10	9	16	3	-	-	19	-	11	8	11	8	-	-
	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	3%	-	-	2%	-	3%	1%	3%	1%	-	-
I probably wouldn't	23	13	10	6	10	7	14	9	15	8	20	2	-	1	23	-	6	17	6	17	-	-
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	-	5%	2%	-	2%	2%	2%	2%	-	-
I possibly would/possibly wouldn't	212	114	98	96	61	55	131	81	150	62	180	17	10	4	212	-	54	158	54	158	-	-
	17%	19%	15%	18%	14%	18%	16%	19%	18%	15%	17%	17%	20%	18%	17%	-	17%	17%	17%	17%	-	-
I probably would	454	218	236	173	153	128	299	155	306	148	388	42	16	8	454	-	118	334	118	334	-	-
	36%	36%	37%	33%	36%	42%	36%	37%	36%	37%	36%	41%	32%	36%	36%	-	37%	36%	37%	36%	-	-
I definitely would	543	251	292	242	192	109	376	167	369	174	471	39	24	9	543	-	132	408	132	408	-	-
	43%	41%	45%	46%	46%	36%	45%	40%	43%	43%	44%	38%	48%	41%	43%	-	41%	44%	41%	44%	-	-
NET: Would	997	469	528	415	345	237	675	322	675	322	859	81	40	17	997	-	250	742	250	742	-	-
	80%	77%	82%	79%	82%	77%	81%	77%	79%	80%	80%	79%	80%	77%	80%	-	78%	80%	78%	80%	-	-
NET: Would/might	1209	583	626	511	406	292	806	403	825	384	1039	98	50	21	1209	-	304	900	304	900	-	-
	97%	96%	97%	98%	96%	95%	97%	97%	97%	96%	97%	95%	100%	95%	97%	-	95%	97%	95%	97%	-	-
NET: Wouldn't	42	24	18	13	15	14	28	14	25	17	36	5	-	1	42	-	17	25	17	25	-	-
	3%	4%	3%	2%	4%	5%	3%	3%	3%	4%	3%	5%	-	5%	3%	-	5%	3%	5%	3%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 102

QC1/QC4: How likely would you be to request your PAC via a free text message/online rather than the way you requested it last time you switched?

Base : All PAC switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1251	895	-**	728	467	-**	-**	735	348	678	757	618	666	930	-*	1019	-**
I definitely wouldn't	19	16	-	10	5	-	-	12	2	12	12	9	9	16	-	16	-
	2%	2%	-	1%	1%	-	-	2%	1%	2%	2%	1%	1%	2%	-	2%	-
I probably wouldn't	23	17	-	17	7	-	-	15	7	11	13	8	10	20	-	21	-
	2%	2%	-	2%	1%	-	-	2%	2%	2%	2%	1%	2%	2%	-	2%	-
I possibly would/possibly wouldn't	212	158	-	112	64	-	-	89	66	82	97	74	86	127	-	142	-
	17%	18%	-	15%	14%	-	-	12%	19%	12%	13%	12%	13%	14%	-	14%	-
I probably would	454	306	-	275	165	-	-	262	131	234	267	220	238	342	-	375	-
	36%	34%	-	38%	35%	-	-	36%	38%	35%	35%	36%	36%	37%	-	37%	-
I definitely would	543	398	-	314	226	-	-	357	142	339	368	307	323	425	-	465	-
	43%	44%	-	43%	48%	-	-	49%	41%	50%	49%	50%	48%	46%	-	46%	-
NET: Would	997	704	-	589	391	-	-	619	273	573	635	527	561	767	-	840	-
	80%	79%	-	81%	84%	-	-	84%	78%	85%	84%	85%	84%	82%	-	82%	-
NET: Would/might	1209	862	-	701	455	-	-	708	339	655	732	601	647	894	-	982	-
	97%	96%	-	96%	97%	-	-	96%	97%	97%	97%	97%	97%	96%	-	96%	-
NET: Wouldn't	42	33	-	27	12	-	-	27	9	23	25	17	19	36	-	37	-
	3%	4%	-	4%	3%	-	-	4%	3%	3%	3%	3%	3%	4%	-	4%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 103

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1149	547	602	477	387	285	765	384	775	374	987	94*	48*	20**	1149	-**	291	853	291	853	-**	-**
I definitely wouldn't	180	102	78	65	64	51	137	43	108	72	152	14	9	5	180	-	38	141	38	141	-	-
	16%	19% <sup>ab</sup>	13%	14%	17%	18%	18% <sup>cd</sup>	11%	14%	19% <sup>de</sup>	15%	15%	19%	25%	16%	-	13%	17%	13%	17%	-	-
I probably wouldn't	146	74	72	69	47	30	91	55	102	44	130	11	5	-	146	-	29	117	29	117	-	-
	13%	14%	12%	14%	12%	11%	12%	14%	13%	12%	13%	12%	10%	-	13%	-	10%	14%	10%	14%	-	-
I possibly would/possibly wouldn't	215	106	109	87	73	55	135	80	145	70	187	16	8	4	215	-	67	147	67	147	-	-
	19%	19%	18%	18%	19%	19%	18%	21%	19%	19%	19%	17%	17%	20%	19%	-	23% <sup>de</sup>	17%	23% <sup>de</sup>	17%	-	-
I probably would	280	112	168	112	93	75	179	101	190	90	240	27	7	6	280	-	67	211	67	211	-	-
	24%	20%	28% <sup>ab</sup>	23%	24%	26%	23%	26%	25%	24%	24%	29%	15%	30%	24%	-	23%	25%	23%	25%	-	-
I definitely would	328	153	175	144	110	74	223	105	230	98	278	26	19	5	328	-	90	237	90	237	-	-
	29%	28%	29%	30%	28%	26%	29%	27%	30%	26%	28%	28%	40%	25%	29%	-	31%	28%	31%	28%	-	-
NET: Would	608	265	343	256	203	149	402	206	420	188	518	53	26	11	608	-	157	448	157	448	-	-
	53%	48%	57% <sup>ab</sup>	54%	52%	52%	53%	54%	54%	50%	52%	56%	54%	55%	53%	-	54%	53%	54%	53%	-	-
NET: Would/might	823	371	452	343	276	204	537	286	565	258	705	69	34	15	823	-	224	595	224	595	-	-
	72%	68%	75% <sup>ab</sup>	72%	71%	72%	70%	74%	73%	69%	71%	73%	71%	75%	72%	-	77% <sup>de</sup>	70%	77% <sup>de</sup>	70%	-	-
NET: Wouldn't	326	176	150	134	111	81	228	98	210	116	282	25	14	5	326	-	67	258	67	258	-	-
	28%	32% <sup>ab</sup>	25%	28%	29%	28%	30%	26%	27%	31%	29%	27%	29%	25%	28%	-	23%	30% <sup>de</sup>	23%	30% <sup>de</sup>	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 104

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	1149	-**	658	440	-**	-**	688	310	635	699	582	619	855	-*	935	-**
I definitely wouldn't	180	-	118	58	-	-	127	39	126	130	120	124	141	-	149	-
	16%	-	18%	13%	-	-	18%	13%	20%	19%	21%	20%	16%	-	16%	-
I probably wouldn't	146	-	64	66	-	-	92	25	78	84	67	71	104	-	119	-
	13%	-	10%	15%	-	-	13%	8%	12%	12%	12%	11%	12%	-	13%	-
I possibly would/possibly wouldn't	215	-	118	75	-	-	125	49	107	115	98	104	144	-	157	-
	19%	-	18%	17%	-	-	18%	16%	17%	16%	17%	17%	17%	-	17%	-
I probably would	280	-	160	106	-	-	155	80	153	172	140	150	212	-	233	-
	24%	-	24%	24%	-	-	23%	26%	24%	25%	24%	24%	25%	-	25%	-
I definitely would	328	-	198	135	-	-	189	117	171	198	157	170	254	-	277	-
	29%	-	30%	31%	-	-	27%	38%	27%	28%	27%	27%	30%	-	30%	-
NET: Would	608	-	358	241	-	-	344	197	324	370	297	320	466	-	510	-
	53%	-	54%	55%	-	-	50%	64%	51%	53%	51%	52%	55%	-	55%	-
NET: Would/might	823	-	476	316	-	-	469	246	431	485	395	424	610	-	667	-
	72%	-	72%	72%	-	-	68%	79%	68%	69%	68%	68%	71%	-	71%	-
NET: Wouldn't	326	-	182	124	-	-	219	64	204	214	187	195	245	-	268	-
	28%	-	28%	28%	-	-	32%	21%	32%	31%	32%	32%	29%	-	29%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 105

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1149	602	477	387	285	765	384	775	374	987	94*	48*	20**	1149	-**	291	853	291	853	-**	-**
I definitely wouldn't	218	127	91	83	78	164	54	133	85	184	18	10	6	218	-	53	163	53	163	-	-
	19%	21%	15%	17%	20%	21%	14%	17%	23%	19%	19%	21%	30%	19%	-	18%	19%	18%	19%	-	-
I probably wouldn't	234	115	119	100	74	150	84	153	81	206	18	7	3	234	-	51	182	51	182	-	-
	20%	21%	20%	21%	19%	20%	22%	20%	22%	21%	19%	15%	15%	20%	-	18%	21%	18%	21%	-	-
I possibly would/possibly wouldn't	230	96	134	90	73	138	92	150	80	197	17	12	4	230	-	77	152	77	152	-	-
	20%	18%	22%	19%	19%	18%	24%	19%	21%	20%	18%	25%	20%	20%	-	26%	18%	26%	18%	-	-
I probably would	263	105	158	112	92	164	99	190	73	225	26	9	3	263	-	55	207	55	207	-	-
	23%	19%	26%	23%	24%	21%	26%	25%	20%	23%	28%	19%	15%	23%	-	19%	24%	19%	24%	-	-
I definitely would	204	104	100	92	70	149	55	149	55	175	15	10	4	204	-	55	149	55	149	-	-
	18%	19%	17%	19%	18%	15%	19%	15%	15%	18%	16%	21%	20%	18%	-	19%	17%	19%	17%	-	-
NET: Would	467	209	258	204	162	313	154	339	128	400	41	19	7	467	-	110	356	110	356	-	-
	41%	38%	43%	43%	35%	41%	40%	44%	34%	41%	44%	40%	35%	41%	-	38%	42%	38%	42%	-	-
NET: Would/might	697	305	392	294	235	451	246	489	208	597	58	31	11	697	-	187	508	187	508	-	-
	61%	56%	65%	62%	61%	59%	64%	63%	56%	60%	62%	65%	55%	61%	-	64%	60%	64%	60%	-	-
NET: Wouldn't	452	242	210	183	152	314	138	286	166	390	36	17	9	452	-	104	345	104	345	-	-
	39%	44%	35%	38%	39%	41%	36%	37%	41%	40%	38%	35%	45%	39%	-	36%	40%	36%	40%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 106

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	1149	-**	658	440	-**	-**	688	310	635	699	582	619	855	-*	935	-**
I definitely wouldn't	218	-	136	77	-	-	154	43	143	150	136	141	168	-	178	-
	19%	-	21%	18%	-	-	22%	14%	23%	21%	23%	23%	20%	-	19%	-
I probably wouldn't	234	-	116	97	-	-	147	49	139	144	120	124	168	-	188	-
	20%	-	18%	22%	-	-	21%	16%	22%	21%	21%	20%	20%	-	20%	-
I possibly would/possibly wouldn't	230	-	126	80	-	-	130	56	120	132	114	123	163	-	181	-
	20%	-	19%	18%	-	-	19%	18%	19%	19%	20%	20%	19%	-	19%	-
I probably would	263	-	155	94	-	-	142	84	133	153	123	133	196	-	215	-
	23%	-	24%	21%	-	-	21%	27%	21%	22%	21%	21%	23%	-	23%	-
I definitely would	204	-	125	92	-	-	115	78	100	120	89	98	160	-	173	-
	18%	-	19%	21%	-	-	17%	25%	16%	17%	15%	16%	19%	-	19%	-
NET: Would	467	-	280	186	-	-	257	162	233	273	212	231	356	-	388	-
	41%	-	43%	42%	-	-	37%	52%	37%	39%	36%	37%	42%	-	41%	-
NET: Would/might	697	-	406	266	-	-	387	218	353	405	326	354	519	-	569	-
	61%	-	62%	60%	-	-	56%	70%	56%	58%	56%	57%	61%	-	61%	-
NET: Wouldn't	452	-	252	174	-	-	301	92	282	294	256	265	336	-	366	-
	39%	-	38%	40%	-	-	44%	30%	44%	42%	44%	43%	39%	-	39%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 107

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1149	547	602	477	387	285	765	384	775	374	987	94*	48*	20**	1149	-**	291	853	291	853	-**	-**
I definitely wouldn't	289	158	131	113	96	80	209	80	177	112	248	22	12	7	289	-	73	214	73	214	-	-
	25%	29% <sup>ab</sup>	22%	24%	25%	28%	27% <sup>cd</sup>	21%	23%	30% <sup>de</sup>	25%	23%	25%	35%	25%	-	25%	25%	25%	25%	-	-
I probably wouldn't	308	138	170	125	99	84	198	110	202	106	266	29	10	3	308	-	69	237	69	237	-	-
	27%	25%	28%	26%	26%	29%	26%	29%	26%	28%	27%	31%	21%	15%	27%	-	24%	28%	24%	28%	-	-
I possibly would/possibly wouldn't	227	94	133	94	77	56	135	92	150	77	194	15	12	6	227	-	60	166	60	166	-	-
	20%	17%	22% <sup>ab</sup>	20%	20%	20%	18%	24% <sup>de</sup>	19%	21%	20%	16%	25%	30%	20%	-	21%	19%	21%	19%	-	-
I probably would	201	91	110	80	72	49	123	78	148	53	171	20	9	1	201	-	50	151	50	151	-	-
	17%	17%	18%	17%	19%	17%	16%	20%	19%	14%	17%	21%	19%	5%	17%	-	17%	18%	17%	18%	-	-
I definitely would	124	66	58	65	43	16	100	24	98	26	108	8	5	3	124	-	39	85	39	85	-	-
	11%	12%	10%	14% <sup>cd</sup>	11% <sup>de</sup>	6%	13% <sup>de</sup>	6%	13% <sup>de</sup>	7%	11%	9%	10%	15%	11%	-	13%	10%	13%	10%	-	-
NET: Would	325	157	168	145	115	65	223	102	246	79	279	28	14	4	325	-	89	236	89	236	-	-
	28%	29%	28%	30% <sup>cd</sup>	30% <sup>de</sup>	23%	29%	27%	32% <sup>de</sup>	21%	28%	30%	29%	20%	28%	-	31%	28%	31%	28%	-	-
NET: Would/might	552	251	301	239	192	121	358	194	396	156	473	43	26	10	552	-	149	402	149	402	-	-
	48%	46%	50%	50% <sup>cd</sup>	50%	42%	47%	51%	51% <sup>de</sup>	42%	48%	46%	54%	50%	48%	-	51%	47%	51%	47%	-	-
NET: Wouldn't	597	296	301	238	195	164	407	190	379	218	514	51	22	10	597	-	142	451	142	451	-	-
	52%	54%	50%	50%	50% <sup>cd</sup>	53%	49%	49%	53% <sup>de</sup>	52%	54%	46%	50%	52%	49%	-	49%	53%	49%	53%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 108

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
<b>Total</b>	<b>1149</b>															
Total	819	-**	658	440	-**	-**	688	310	635	699	582	619	855	-*	935	-**
I definitely wouldn't	289	-	176	106	-	-	202	57	191	199	180	186	220	-	238	-
	25%	-	27%	24%	-	-	29%	18%	30%	28%	31%	30%	26%	-	25%	-
I probably wouldn't	308	-	152	129	-	-	190	62	186	195	168	173	226	-	252	-
	27%	-	23%	29%	-	-	28%	20%	29%	28%	29%	28%	26%	-	27%	-
I possibly would/possibly wouldn't	227	-	123	80	-	-	130	61	114	125	102	110	159	-	174	-
	20%	-	19%	18%	-	-	19%	20%	18%	18%	18%	18%	19%	-	19%	-
I probably would	201	-	123	71	-	-	100	78	94	114	84	96	153	-	165	-
	17%	-	19%	16%	-	-	15%	25%	15%	16%	14%	16%	18%	-	18%	-
I definitely would	124	-	84	54	-	-	66	52	50	66	48	54	97	-	106	-
	11%	-	13%	12%	-	-	10%	17%	8%	9%	8%	9%	11%	-	11%	-
NET: Would	325	-	207	125	-	-	166	130	144	180	132	150	250	-	271	-
	28%	-	31%	28%	-	-	24%	42%	23%	26%	23%	24%	29%	-	29%	-
NET: Would/might	552	-	330	205	-	-	296	191	258	305	234	260	409	-	445	-
	48%	-	50%	47%	-	-	43%	62%	41%	44%	40%	42%	48%	-	48%	-
NET: Wouldn't	597	-	328	235	-	-	392	119	377	394	348	359	446	-	490	-
	52%	-	50%	53%	-	-	57%	38%	59%	56%	60%	58%	52%	-	52%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 109

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1149	547	602	477	387	285	765	384	775	374	987	94*	48*	20**	1149	-**	291	853	291	853	-**	-**
I definitely wouldn't	415	211	204	156	143	116	284	131	251	164	352	31	20	12	415	-	108	304	108	304	-	-
	36%	39%	34%	33%	37%	41%	37%	34%	32%	44%	36%	33%	42%	60%	36%	-	37%	36%	37%	36%	-	-
I probably wouldn't	387	169	218	155	123	109	242	145	251	136	339	35	10	3	387	-	87	299	87	299	-	-
	34%	31%	36%	32%	32%	38%	32%	38%	32%	36%	34%	37%	21%	15%	34%	-	30%	35%	30%	35%	-	-
I possibly would/possibly wouldn't	167	80	87	72	59	36	106	61	125	42	140	12	12	3	167	-	42	124	42	124	-	-
	15%	15%	14%	15%	15%	13%	14%	16%	18%	11%	14%	13%	25%	15%	15%	-	14%	15%	14%	15%	-	-
I probably would	117	57	60	54	44	19	75	42	93	24	97	14	5	1	117	-	36	81	36	81	-	-
	10%	10%	10%	11%	11%	7%	10%	11%	12%	6%	10%	15%	10%	5%	10%	-	12%	9%	12%	9%	-	-
I definitely would	63	30	33	40	18	5	58	5	55	8	59	2	1	1	63	-	18	45	18	45	-	-
	5%	5%	5%	8%	5%	2%	8%	1%	7%	2%	6%	2%	2%	5%	5%	-	6%	5%	6%	5%	-	-
NET: Would	180	87	93	94	62	24	133	47	148	32	156	16	6	2	180	-	54	126	54	126	-	-
	16%	16%	15%	20%	16%	8%	17%	12%	19%	9%	16%	17%	13%	10%	16%	-	19%	15%	19%	15%	-	-
NET: Would/might	347	167	180	166	121	60	239	108	273	74	296	28	18	5	347	-	96	250	96	250	-	-
	30%	31%	30%	35%	31%	21%	31%	28%	35%	20%	30%	30%	38%	25%	30%	-	33%	29%	33%	29%	-	-
NET: Wouldn't	802	380	422	311	266	225	526	276	502	300	691	66	30	15	802	-	195	603	195	603	-	-
	70%	69%	70%	65%	69%	78%	69%	72%	65%	69%	70%	70%	63%	75%	70%	-	67%	71%	67%	71%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 110

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	1149	-**	658	440	-**	-**	688	310	635	699	582	619	855	-*	935	-**
I definitely wouldn't	415	-	231	167	-	-	287	88	282	293	261	268	325	-	350	-
	36%	-	35%	38%	-	-	42%	28%	44%	42%	45%	43%	38%	-	37%	-
I probably wouldn't	387	-	204	155	-	-	242	81	225	240	204	214	281	-	317	-
	34%	-	31%	35%	-	-	35%	26%	35%	34%	35%	35%	33%	-	34%	-
I possibly would/possibly wouldn't	167	-	101	46	-	-	77	58	70	77	61	66	115	-	122	-
	15%	-	15%	10%	-	-	11%	19%	11%	11%	10%	11%	13%	-	13%	-
I probably would	117	-	77	41	-	-	54	51	38	57	39	50	83	-	90	-
	10%	-	12%	9%	-	-	8%	16%	6%	8%	7%	8%	10%	-	10%	-
I definitely would	63	-	45	31	-	-	28	32	20	32	17	21	51	-	56	-
	5%	-	7%	7%	-	-	4%	10%	3%	5%	3%	3%	6%	-	6%	-
NET: Would	180	-	122	72	-	-	82	83	58	89	56	71	134	-	146	-
	16%	-	19%	16%	-	-	12%	27%	9%	13%	10%	11%	16%	-	16%	-
NET: Would/might	347	-	223	118	-	-	159	141	128	166	117	137	249	-	268	-
	30%	-	34%	27%	-	-	23%	45%	20%	24%	20%	22%	29%	-	29%	-
NET: Wouldn't	802	-	435	322	-	-	529	169	507	533	465	482	606	-	667	-
	70%	-	66%	73%	-	-	77%	55%	80%	76%	80%	78%	71%	-	71%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 111

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1149	602	477	387	285	765	384	775	374	987	94*	48*	20**	1149	-**	291	853	291	853	-**	-**
I definitely wouldn't	530	261	199	181	150	349	181	323	207	449	43	22	16	530	-	129	397	129	397	-	-
	46%	48%	45%	42%	47%	46%	47%	42%	55%	45%	46%	46%	80%	46%	-	44%	47%	44%	47%	-	-
I probably wouldn't	379	173	148	127	104	251	128	259	120	332	32	13	2	379	-	86	293	86	293	-	-
	33%	32%	34%	31%	33%	33%	33%	33%	32%	34%	34%	27%	10%	33%	-	30%	34%	30%	34%	-	-
I possibly would/possibly wouldn't	122	54	61	39	22	79	43	90	32	100	12	9	1	122	-	37	84	37	84	-	-
	11%	10%	11%	13%	10%	10%	11%	12%	9%	10%	13%	19%	5%	11%	-	13%	10%	13%	10%	-	-
I probably would	82	39	43	31	8	54	28	70	12	72	6	4	-	82	-	27	55	27	55	-	-
	7%	7%	7%	8%	3%	7%	7%	8%	3%	7%	6%	8%	-	7%	-	9%	6%	9%	6%	-	-
I definitely would	36	20	16	26	9	32	4	33	3	34	1	-	1	36	-	12	24	12	24	-	-
	3%	4%	3%	5%	2%	4%	1%	4%	1%	3%	1%	-	5%	3%	-	4%	3%	4%	3%	-	-
NET: Would	118	59	69	40	9	86	32	103	15	106	7	4	1	118	-	39	79	39	79	-	-
	10%	11%	10%	13%	10%	11%	8%	13%	4%	11%	7%	8%	5%	10%	-	13%	9%	13%	9%	-	-
NET: Would/might	240	113	130	79	31	165	75	193	47	206	19	13	2	240	-	76	163	76	163	-	-
	21%	21%	21%	27%	20%	22%	20%	25%	13%	21%	20%	27%	10%	21%	-	26%	19%	26%	19%	-	-
NET: Wouldn't	909	434	347	308	254	600	309	582	327	781	75	35	18	909	-	215	690	215	690	-	-
	79%	79%	73%	80%	80%	78%	80%	75%	87%	79%	80%	73%	90%	79%	-	74%	81%	74%	81%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 112

QC3A/QC6A: You said you [would][might] request your PAC via a free text message / your online account if this method were available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	1149	-**	658	440	-**	-**	688	310	635	699	582	619	855	-*	935	-**
I definitely wouldn't	530	-	300	211	-	-	359	122	357	373	328	338	416	-	448	-
	46%	-	46%	48%	-	-	52%	39%	56%	53%	56%	55%	49%	-	48%	-
I probably wouldn't	379	-	201	146	-	-	229	82	211	225	190	200	271	-	306	-
	33%	-	31%	33%	-	-	34%	26%	33%	32%	33%	32%	32%	-	33%	-
I possibly would/possibly wouldn't	122	-	72	33	-	-	50	45	41	48	39	45	80	-	85	-
	11%	-	11%	8%	-	-	7%	15%	6%	7%	7%	7%	9%	-	9%	-
I probably would	82	-	59	30	-	-	33	44	20	39	20	28	59	-	65	-
	7%	-	9%	7%	-	-	5%	14%	3%	6%	3%	5%	7%	-	7%	-
I definitely would	36	-	26	20	-	-	17	17	6	14	5	8	29	-	31	-
	3%	-	4%	5%	-	-	2%	5%	1%	2%	1%	1%	3%	-	3%	-
NET: Would	118	-	85	50	-	-	50	61	26	53	25	36	88	-	96	-
	10%	-	13%	11%	-	-	7%	20%	4%	8%	4%	6%	10%	-	10%	-
NET: Would/might	240	-	157	83	-	-	100	106	67	101	64	81	168	-	181	-
	21%	-	24%	19%	-	-	15%	34%	11%	14%	11%	13%	20%	-	19%	-
NET: Wouldn't	909	-	501	357	-	-	588	204	568	598	518	538	687	-	754	-
	79%	-	76%	81%	-	-	85%	66%	89%	86%	89%	87%	80%	-	81%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 113

QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS/online at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	326	176	150	133	111	82*	228	98*	209	117	282	25**	14**	5**	326	-**	67*	258	67*	258	-**	-**
Because I should not have to pay anything for this option	214 66%	118 67%	96 64%	83 62%	69 62%	62 76% <sup>o</sup>	146 64%	68 69%	129 62%	85 73% <sup>u</sup>	183 65%	16 64%	13 93%	2 40%	214 66%	-	44 66%	169 66%	44 66%	169 66%	-	-
Because it's not worth paying extra for	156 48%	84 48%	72 48%	77 58% <sup>u</sup>	52 47%	27 33%	113 50%	43 44%	108 52%	48 41%	137 49%	13 52%	3 21%	3 60%	156 48%	-	36 54%	120 47%	36 54%	120 47%	-	-
Other (please type in)	15 5%	11 6%	4 3%	3 2%	7 6%	5 6%	13 6%	2 2%	8 4%	7 6%	14 5%	-	1 7%	-	15 5%	-	3 4%	12 5%	3 4%	12 5%	-	-
Don't know	4 1%	2 1%	2 1%	2 2%	2 2%	-	2 1%	2 2%	2 1%	2 2%	3 1%	1 4%	-	-	4 1%	-	2 3%	2 1%	2 3%	2 1%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 114

QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS/online at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	326	234	-**	182	124	-**	-**	219	64*	204	214	188	196	245	-*	268	-**
Because I should not have to pay anything for this option	214	155	-	115	86	-	-	145	39	142	150	129	136	170	-	182	-
	66%	66%	-	63%	69%	-	-	66%	61%	70%	70%	69%	69%	69%	-	68%	-
Because it's not worth paying extra for	156	107	-	89	59	-	-	105	34	102	104	96	98	118	-	129	-
	48%	46%	-	49%	48%	-	-	48%	53%	50%	49%	51%	50%	48%	-	48%	-
Other (please type in)	15	13	-	8	6	-	-	11	3	9	10	9	10	12	-	13	-
	5%	6%	-	4%	5%	-	-	5%	5%	4%	5%	5%	5%	5%	-	5%	-
Don't know	4	3	-	3	-	-	-	2	1	1	1	1	1	1	-	2	-
	1%	1%	-	2%	-	-	-	1%	2%	*	*	1%	1%	*	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 115

QC3E/C7: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	1209	583	626	511	406	292	806	403	825	384	1039	98*	50*	21**	1209	-**	304	900	304	900	-**	-**
I definitely wouldn't	146	68	78	60	58	28	92	54	103	43	124	9	6	6	146	-	33	113	33	113	-	-
	12%	12%	12%	12%	14%	10%	11%	13%	12%	11%	12%	9%	12%	29%	12%	-	11%	13%	11%	13%	-	-
I probably wouldn't	250	109	141	87	88	75	177	73	155	95	214	24	5	7	250	-	69	178	69	178	-	-
	21%	19%	23%	17%	22%	26% <sup>c</sup>	22%	18%	19%	25% <sup>d</sup>	21%	24%	10%	33%	21%	-	23%	20%	23%	20%	-	-
I possibly would/possibly wouldn't	427	212	215	181	147	99	282	145	288	139	371	32	20	4	427	-	110	316	110	316	-	-
	35%	36%	34%	35%	36%	34%	35%	36%	35%	36%	36%	33%	40%	19%	35%	-	36%	35%	36%	35%	-	-
I probably would	268	126	142	127	81	60	166	102	194	74	225	25	15	3	268	-	60	207	60	207	-	-
	22%	22%	23%	25%	20%	21%	21%	25%	24%	19%	22%	26%	30%	14%	22%	-	20%	23%	20%	23%	-	-
I definitely would	118	68	50	56	32	30	89	29	85	33	105	8	4	1	118	-	32	86	32	86	-	-
	10%	12% <sup>b</sup>	8%	11%	8%	10%	11% <sup>d</sup>	7%	10%	9%	10%	8%	8%	5%	10%	-	11%	10%	11%	10%	-	-
NET: Would	386	194	192	183	113	90	255	131	279	107	330	33	19	4	386	-	92	293	92	293	-	-
	32%	33%	31%	35% <sup>d</sup>	28%	31%	32%	33%	34% <sup>d</sup>	28%	32%	34%	38%	19%	32%	-	30%	33%	30%	33%	-	-
NET: Would/might	813	406	407	364	260	189	537	276	567	246	701	65	39	8	813	-	202	609	202	609	-	-
	67%	70%	65%	71% <sup>d</sup>	64%	65%	67%	68%	69%	64%	67%	66%	78%	38%	67%	-	66%	68%	66%	68%	-	-
NET: Wouldn't	396	177	219	147	146	103	269	127	258	138	338	33	11	13	396	-	102	291	102	291	-	-
	33%	30%	35%	29%	35% <sup>c</sup>	35%	33%	32%	31%	36%	33%	34%	22%	62%	33%	-	34%	32%	34%	32%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 116

QC3E/C7: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	1209	-**	701	455	-**	-**	708	339	655	732	601	647	894	-*	982	-**
I definitely wouldn't	146	-	83	60	-	-	92	42	92	97	84	87	107	-	123	-
	12%	13%	12%	13%	-	-	13%	12%	14%	13%	14%	13%	12%	-	13%	-
I probably wouldn't	250	-	133	112	-	-	169	55	170	178	155	159	204	-	223	-
	21%	21%	19%	25%	-	-	24%	16%	26%	24%	26%	25%	23%	-	23%	-
I possibly would/possibly wouldn't	427	-	244	132	-	-	247	97	230	248	210	226	308	-	334	-
	35%	34%	35%	29%	-	-	35%	29%	35%	34%	35%	35%	34%	-	34%	-
I probably would	268	-	159	106	-	-	131	101	111	140	101	116	184	-	206	-
	22%	22%	23%	23%	-	-	19%	30%	17%	19%	17%	18%	21%	-	21%	-
I definitely would	118	-	82	45	-	-	69	44	52	69	51	59	91	-	96	-
	10%	10%	12%	10%	-	-	10%	13%	8%	9%	8%	9%	10%	-	10%	-
NET: Would	386	-	241	151	-	-	200	145	163	209	152	175	275	-	302	-
	32%	32%	34%	33%	-	-	28%	43%	25%	29%	25%	27%	31%	-	31%	-
NET: Would/might	813	-	485	283	-	-	447	242	393	457	362	401	583	-	636	-
	67%	66%	69%	62%	-	-	63%	71%	60%	62%	60%	62%	65%	-	65%	-
NET: Wouldn't	396	-	216	172	-	-	261	97	262	275	239	246	311	-	346	-
	33%	34%	31%	38%	-	-	37%	29%	40%	38%	40%	38%	35%	-	35%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 117

QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS or Auto-Switch Online and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	813	406	407	364	260	189	537	276	567	246	701	65*	39*	8**	813	-**	202	609	202	609	-**	-**
To give notice	243	133	110	91	93	59	159	84	166	77	201	22	16	4	243	-	52	191	52	191	-	-
	30%	33%	27%	25%	36%	31%	30%	30%	29%	31%	29%	34%	41%	50%	30%	-	26%	31%	26%	31%	-	-
To check that my service had been cancelled	230	113	117	91	71	68	155	75	154	76	196	16	14	4	230	-	64	165	64	165	-	-
	28%	28%	29%	25%	27%	38%	29%	27%	27%	31%	28%	25%	36%	50%	28%	-	32%	27%	32%	27%	-	-
To check how much my final bill would be	210	95	115	89	65	56	137	73	133	77	180	12	11	7	210	-	54	155	54	155	-	-
	26%	23%	28%	24%	25%	30%	26%	26%	23%	31%	26%	18%	28%	88%	26%	-	27%	25%	27%	25%	-	-
To arrange the 'stop date'	195	99	96	79	59	57	131	64	129	66	170	12	8	5	195	-	47	148	47	148	-	-
	24%	24%	24%	22%	23%	30%	24%	23%	23%	27%	24%	18%	21%	63%	24%	-	23%	24%	23%	24%	-	-
To find out when my contract ended	184	97	87	64	63	57	123	61	123	61	150	21	10	3	184	-	33	151	33	151	-	-
	23%	24%	21%	18%	24%	30%	23%	22%	22%	25%	21%	32%	26%	38%	23%	-	16%	25%	16%	25%	-	-
To negotiate a better deal	166	83	83	77	53	36	109	57	120	46	150	7	6	3	166	-	34	132	34	132	-	-
	20%	20%	20%	21%	20%	19%	20%	21%	21%	19%	21%	11%	15%	38%	20%	-	17%	22%	17%	22%	-	-
To find out if I needed to give them a notice period to leave	145	71	74	54	51	40	100	45	93	52	121	15	7	2	145	-	28	117	28	117	-	-
	18%	17%	18%	15%	20%	21%	19%	16%	16%	21%	17%	23%	18%	25%	18%	-	14%	19%	14%	19%	-	-
To find out about any charges for ending my contract early	133	73	60	57	41	35	84	49	81	52	116	7	7	3	133	-	27	105	27	105	-	-
	16%	18%	15%	16%	16%	19%	16%	18%	14%	21%	17%	11%	18%	38%	16%	-	13%	17%	13%	17%	-	-
To find out what I needed to do to change provider	99	54	45	44	28	27	72	27	63	36	84	6	8	1	99	-	32	67	32	67	-	-
	12%	13%	11%	12%	11%	14%	13%	10%	11%	15%	12%	9%	21%	13%	12%	-	16%	11%	16%	11%	-	-
To obtain information about my contract e.g. my usage patterns/spend	65	31	34	32	24	9	48	17	50	15	60	3	2	-	65	-	16	49	16	49	-	-
	8%	8%	8%	9%	9%	5%	9%	6%	9%	6%	9%	5%	5%	-	8%	-	8%	8%	8%	8%	-	-
To talk about their products and services	58	30	28	29	22	7	42	16	44	14	52	-	4	2	58	-	11	47	11	47	-	-
	7%	7%	7%	8%	8%	4%	8%	6%	8%	6%	7%	-	10%	25%	7%	-	5%	8%	5%	8%	-	-
Other (please type in)	7	5	2	1	2	4	5	2	2	5	6	1	-	-	7	-	1	6	1	6	-	-
	1%	1%	*	*	1%	2%	1%	1%	*	2%	1%	2%	-	-	1%	-	*	1%	*	1%	-	-
Don't know/don't recall	71	36	35	32	22	17	42	29	45	26	60	6	5	-	71	-	20	50	20	50	-	-
	9%	9%	9%	9%	8%	9%	8%	11%	8%	11%	9%	9%	13%	-	9%	-	10%	8%	10%	8%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 117

QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS or Auto-Switch Online and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	813	406	407	364	260	189	537	276	567	246	701	65*	39*	8**	813	-**	202	609	202	609	-**	-**
NET: To give notice/To find out if I needed to give them a notice period to leave	326 40%	173 43%	153 38%	128 35%	124 48%	74 39%	220 41%	106 38%	227 40%	99 40%	272 39%	33 51%	16 41%	5 63%	326 40%	-	73 36%	253 42%	73 36%	253 42%	-	-
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	513 63%	264 65%	249 61%	215 59%	175 67%	123 65%	345 64%	168 61%	361 64%	152 62%	443 63%	42 65%	22 56%	6 75%	513 63%	-	129 64%	383 63%	129 64%	383 63%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice	664 82%	328 81%	336 83%	300 82%	207 80%	157 83%	441 82%	223 81%	466 82%	198 80%	576 82%	49 75%	31 79%	8 100%	664 82%	-	163 81%	500 82%	163 81%	500 82%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	558 69%	270 67%	288 71%	252 69%	182 70%	124 66%	374 70%	184 67%	391 69%	167 68%	482 69%	40 62%	28 72%	8 100%	558 69%	-	129 64%	428 70%	129 64%	428 70%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 118

QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS or Auto-Switch Online and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	813	565	**	485	283	**	447	242	393	457	362	401	583	-*	636	**
To give notice	243	164	-	152	83	-	137	71	128	148	123	136	181	-	195	-
	30%	29%	-	31%	29%	-	31%	29%	33%	32%	34%	34%	31%	-	31%	-
To check that my service had been cancelled	230	145	-	132	88	-	142	61	118	134	113	122	169	-	187	-
	28%	26%	-	27%	31%	-	32%	25%	30%	29%	31%	30%	29%	-	29%	-
To check how much my final bill would be	210	148	-	134	70	-	120	60	107	126	101	114	160	-	171	-
	26%	26%	-	28%	25%	-	27%	25%	27%	28%	28%	28%	27%	-	27%	-
To arrange the 'stop date'	195	130	-	133	60	-	107	61	103	125	95	108	152	-	163	-
	24%	23%	-	27%	21%	-	24%	25%	26%	27%	26%	27%	26%	-	26%	-
To find out when my contract ended	184	121	-	114	65	-	111	48	97	111	89	97	135	-	150	-
	23%	21%	-	24%	23%	-	25%	20%	25%	24%	25%	24%	23%	-	24%	-
To negotiate a better deal	166	117	-	104	59	-	90	53	84	102	85	95	121	-	136	-
	20%	21%	-	21%	21%	-	20%	22%	21%	22%	23%	24%	21%	-	21%	-
To find out if I needed to give them a notice period to leave	145	97	-	91	49	-	83	42	74	92	71	78	113	-	123	-
	18%	17%	-	19%	17%	-	19%	17%	19%	20%	20%	19%	19%	-	19%	-
To find out about any charges for ending my contract early	133	90	-	79	58	-	68	48	60	81	59	71	106	-	109	-
	16%	16%	-	16%	20%	-	15%	20%	15%	18%	16%	18%	18%	-	17%	-
To find out what I needed to do to change provider	99	59	-	62	36	-	52	35	45	56	37	45	74	-	78	-
	12%	10%	-	13%	13%	-	12%	14%	11%	12%	10%	11%	13%	-	12%	-
To obtain information about my contract e.g. my usage patterns/spend	65	47	-	49	23	-	27	30	29	37	26	33	50	-	51	-
	8%	8%	-	10%	8%	-	6%	12%	7%	8%	7%	8%	9%	-	8%	-
To talk about their products and services	58	41	-	40	25	-	33	16	23	33	23	29	44	-	47	-
	7%	7%	-	8%	9%	-	7%	7%	6%	7%	6%	7%	8%	-	7%	-
Other (please type in)	7	5	-	3	4	-	5	4	2	2	2	2	5	-	5	-
	1%	1%	-	1%	1%	-	1%	-	1%	*	1%	*	1%	-	1%	-
Don't know/don't recall	71	53	-	31	18	-	39	5	34	35	27	28	42	-	46	-
	9%	9%	-	6%	6%	-	5%	2%	9%	8%	7%	7%	7%	-	7%	-
NET: To give notice/To find out if I needed to give them a notice period to leave	326	222	-	202	114	-	185	96	167	199	159	177	247	-	268	-
	40%	39%	-	42%	40%	-	41%	40%	42%	44%	44%	44%	42%	-	42%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 118

QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up Auto-Switch SMS or Auto-Switch Online and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	813	565	**	485	283	-**	-**	447	242	393	457	362	401	583	-*	636	-**
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	513 63%	342 61%	-	319 66%	180 64%	-	-	284 64%	160 66%	257 65%	306 67%	243 67%	271 68%	384 66%	-	418 66%	-
NET: All except single mentions of to give notice/to find out if needed to give notice	664 82%	458 81%	-	414 85%	231 82%	-	-	367 82%	210 87%	328 83%	389 85%	304 84%	341 85%	494 85%	-	536 84%	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	558 69%	387 68%	-	347 72%	197 70%	-	-	309 69%	172 71%	274 70%	328 72%	255 70%	289 72%	417 72%	-	454 71%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 119

QC3G/QC9: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	583	626	511	406	292	806	403	825	384	1039	98*	50*	21**	1209	-**	304	900	304	900	-**	-**
I would have spent more time speaking to my previous provider	122	63	59	66	38	81	41	97	25	106	11	3	2	122	-	28	94	28	94	-	-
	10%	11%	9%	13%	9%	10%	10%	12%	7%	10%	11%	6%	10%	10%	-	9%	10%	9%	10%	-	-
It would not have changed the amount of time I would have spent speaking to my previous provider	304	165	139	138	95	204	100	221	83	260	24	17	3	304	-	81	223	81	223	-	-
	25%	26%	22%	27%	23%	25%	25%	27%	22%	25%	24%	34%	14%	25%	-	27%	25%	27%	25%	-	-
I would have spent less time speaking to my previous provider	673	308	365	262	239	450	223	437	236	580	54	24	15	673	-	168	501	168	501	-	-
	56%	53%	58%	51%	59%	56%	55%	53%	61%	56%	55%	48%	71%	56%	-	55%	56%	55%	56%	-	-
Don't know	110	47	63	45	34	71	39	70	40	93	9	6	1	110	-	27	82	27	82	-	-
	9%	8%	10%	9%	8%	9%	10%	8%	10%	9%	9%	12%	5%	9%	-	9%	9%	9%	9%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 120

QC3G/QC9: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS or would/might take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	1209		701	455	-**	-**	708	339	655	732	601	647	894	-	982	-**
I would have spent more time speaking to my previous provider	122 10%	91 11%	93 13% <sup>d</sup>	34 7%	-	-	61 9%	48 14% <sup>d</sup>	55 8%	69 9%	49 8%	56 9%	97 11%	-	105 11%	-
It would not have changed the amount of time I would have spent speaking to my previous provider	304 25%	209 24%	190 27% <sup>d</sup>	97 21%	-	-	160 23%	97 29% <sup>d</sup>	136 21%	164 22%	120 20%	137 21%	211 24%	-	235 24%	-
I would have spent less time speaking to my previous provider	673 56%	486 56%	359 51%	298 65% <sup>d</sup>	-	-	432 61% <sup>d</sup>	182 54%	414 63%	445 61%	387 64%	406 63%	515 58%	-	566 58%	-
Don't know	110 9%	76 9%	59 8%	26 6%	-	-	55 8%	12 4%	50 8%	54 7%	45 7%	48 7%	71 8%	-	76 8%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 121

QD1: How likely would you be to use this method, rather than the way you switched last time you switched?

Base : All PAC Switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1251	607	644	524	421	306	834	417	850	401	1075	103	50*	22**	1251	-**	321	925	321	925	-**	-**
I definitely wouldn't	56 4%	34 6%	22 3%	23 4%	13 3%	20 7%	37 4%	19 5%	36 4%	20 5%	44 4%	6 6%	2 4%	3 14%	56 4%	-	17 5%	39 4%	17 5%	39 4%	-	-
I probably wouldn't	95 8%	45 7%	50 8%	40 8%	31 7%	24 8%	63 8%	32 8%	63 7%	32 8%	83 8%	5 5%	3 6%	4 18%	95 8%	-	28 9%	66 7%	28 9%	66 7%	-	-
I possibly would/possibly wouldn't	271 22%	118 19%	153 24%	110 21%	102 24%	59 19%	161 19%	110 26%	174 20%	97 24%	233 22%	21 20%	12 24%	5 23%	271 22%	-	68 21%	201 22%	68 21%	201 22%	-	-
I probably would	473 38%	222 37%	251 39%	203 39%	143 34%	127 42%	318 38%	155 37%	329 39%	144 36%	407 38%	40 39%	21 42%	5 23%	473 38%	-	117 36%	355 38%	117 36%	355 38%	-	-
I definitely would	356 28%	188 31%	168 26%	148 28%	132 31%	76 25%	255 31%	101 24%	248 29%	108 27%	308 29%	31 30%	12 24%	5 23%	356 28%	-	91 28%	264 29%	91 28%	264 29%	-	-
NET: Would	829 66%	410 68%	419 65%	351 67%	275 65%	203 66%	573 69%	256 61%	577 68%	252 63%	715 67%	71 69%	33 66%	10 45%	829 66%	-	208 65%	619 67%	208 65%	619 67%	-	-
NET: Would/might	1100 88%	528 87%	572 89%	461 88%	377 90%	262 86%	734 88%	366 88%	751 88%	349 87%	948 88%	92 89%	45 90%	15 68%	1100 88%	-	276 86%	820 89%	276 86%	820 89%	-	-
NET: Wouldn't	151 12%	79 13%	72 11%	63 12%	44 10%	44 14%	100 12%	51 12%	99 12%	52 13%	127 12%	11 11%	5 10%	7 32%	151 12%	-	45 14%	105 11%	45 14%	105 11%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 122

QD1: How likely would you be to use this method, rather than the way you switched last time you switched?

Base : All PAC Switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1251	895	-**	728	467	-**	-**	735	348	678	757	618	666	930	-*	1019	-**
I definitely wouldn't	56	48	-	38	18	-	-	28	19	28	34	23	27	40	-	43	-
	4%	5%	-	5%	4%	-	-	4%	5%	4%	4%	4%	4%	4%	-	4%	-
I probably wouldn't	95	74	-	65	23	-	-	50	32	46	53	39	43	68	-	76	-
	8%	8%	-	9% <sup>1</sup>	5%	-	-	7%	9%	7%	7%	6%	6%	7%	-	7%	-
I possibly would/possibly wouldn't	271	178	-	137	96	-	-	160	54	142	151	126	137	187	-	207	-
	22%	20%	-	19%	21%	-	-	22% <sup>1</sup>	16%	21%	20%	20%	21%	20%	-	20%	-
I probably would	473	337	-	280	176	-	-	276	129	270	303	249	267	366	-	397	-
	38%	38%	-	38%	38%	-	-	38%	37%	40%	40%	40%	40%	39%	-	39%	-
I definitely would	356	258	-	208	154	-	-	221	114	192	216	181	192	269	-	296	-
	28%	29%	-	29%	33%	-	-	30%	33%	28%	29%	29%	29%	29%	-	29%	-
NET: Would	829	595	-	488	330	-	-	497	243	462	519	430	459	635	-	693	-
	66%	66%	-	67%	71%	-	-	68%	70%	68%	69%	70%	69%	68%	-	68%	-
NET: Would/might	1100	773	-	625	426	-	-	657	297	604	670	556	596	822	-	900	-
	88%	86%	-	86%	91% <sup>1</sup>	-	-	89%	85%	89%	89%	90%	89%	88%	-	88%	-
NET: Wouldn't	151	122	-	103	41	-	-	78	51	74	87	62	70	108	-	119	-
	12%	14%	-	14% <sup>1</sup>	9%	-	-	11%	15%	11%	11%	10%	11%	12%	-	12%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 123

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1065	507	558	449	363	253	709	356	727	338	920	89*	42*	14**	1065	-**	268	793	268	793	-**	-**
I definitely wouldn't	139	74	65	58	57	24	98	41	95	44	120	9	8	2	139	-	29	110	29	110	-	-
	13%	15%	12%	13%	16%	9%	14%	12%	13%	13%	13%	10%	19%	14%	13%	-	11%	14%	11%	14%	-	-
I probably wouldn't	116	54	62	53	38	25	83	33	78	38	103	9	2	2	116	-	24	91	24	91	-	-
	11%	11%	11%	12%	10%	10%	12%	9%	11%	11%	11%	10%	5%	14%	11%	-	9%	11%	9%	11%	-	-
I possibly would/possibly wouldn't	202	93	109	84	67	51	125	77	128	74	171	19	9	3	202	-	55	146	55	146	-	-
	19%	18%	20%	19%	18%	20%	18%	22%	18%	22%	19%	21%	21%	21%	19%	-	21%	18%	21%	18%	-	-
I probably would	284	123	161	118	91	75	176	108	205	79	243	26	10	5	284	-	68	215	68	215	-	-
	27%	24%	29%	26%	25%	30%	25%	30%	28%	23%	26%	29%	24%	36%	27%	-	25%	27%	25%	27%	-	-
I definitely would	324	163	161	136	110	78	227	97	221	103	283	26	13	2	324	-	92	231	92	231	-	-
	30%	32%	29%	30%	30%	31%	32%	27%	30%	30%	31%	29%	31%	14%	30%	-	34%	29%	34%	29%	-	-
NET: Would	608	286	322	254	201	153	403	205	426	182	526	52	23	7	608	-	160	446	160	446	-	-
	57%	56%	58%	57%	55%	60%	57%	58%	59%	54%	57%	58%	55%	50%	57%	-	60%	56%	60%	56%	-	-
NET: Would/might	810	379	431	338	268	204	528	282	554	256	697	71	32	10	810	-	215	592	215	592	-	-
	76%	75%	77%	75%	74%	81%	74%	79%	76%	76%	76%	80%	76%	71%	76%	-	80%	75%	80%	75%	-	-
NET: Wouldn't	255	128	127	111	95	49	181	74	173	82	223	18	10	4	255	-	53	201	53	201	-	-
	24%	25%	23%	25%	26%	19%	26%	21%	24%	24%	24%	20%	24%	29%	24%	-	20%	25%	20%	25%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 124

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
<b>Total</b>	<b>1065</b>															
Total	744	-**	604	415	-**	-**	639	287	590	653	543	583	798	-*	874	-**
I definitely wouldn't	139	-	79	52	-	-	96	25	95	97	90	92	106	-	113	-
	13%	-	13%	13%	-	-	15%	9%	16%	15%	17%	16%	13%	-	13%	-
I probably wouldn't	116	-	63	49	-	-	77	18	76	81	68	72	88	-	97	-
	11%	-	10%	12%	-	-	12%	6%	13%	12%	13%	12%	11%	-	11%	-
I possibly would/possibly wouldn't	202	-	108	71	-	-	117	46	110	114	96	102	145	-	159	-
	19%	-	18%	17%	-	-	18%	16%	19%	17%	18%	17%	18%	-	18%	-
I probably would	284	-	154	113	-	-	150	94	147	163	139	148	216	-	235	-
	27%	-	25%	27%	-	-	23%	33%	25%	25%	26%	25%	27%	-	27%	-
I definitely would	324	-	200	130	-	-	199	104	162	198	150	169	243	-	270	-
	30%	-	33%	31%	-	-	31%	36%	27%	30%	28%	29%	30%	-	31%	-
NET: Would	608	-	354	243	-	-	349	198	309	361	289	317	459	-	505	-
	57%	-	59%	59%	-	-	55%	69%	52%	55%	53%	54%	58%	-	58%	-
NET: Would/might	810	-	462	314	-	-	466	244	419	475	385	419	604	-	664	-
	76%	-	76%	76%	-	-	73%	85%	71%	73%	71%	72%	76%	-	76%	-
NET: Wouldn't	255	-	142	101	-	-	173	43	171	178	158	164	194	-	210	-
	24%	-	24%	24%	-	-	27%	15%	29%	27%	29%	28%	24%	-	24%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 125

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1065	507	558	449	363	253	709	356	727	338	920	89*	42*	14**	1065	-**	268	793	268	793	-**	-**
I definitely wouldn't	179	95	84	70	73	36	119	60	119	60	156	10	9	4	179	-	43	136	43	136	-	-
	17%	19%	15%	16%	20%	14%	17%	17%	16%	18%	17%	11%	21%	29%	17%	-	16%	17%	16%	17%	-	-
I probably wouldn't	164	75	89	74	52	38	120	44	105	59	144	15	2	3	164	-	30	132	30	132	-	-
	15%	15%	16%	16%	14%	15%	17%	12%	14%	17%	16%	17%	5%	21%	15%	-	11%	17%	11%	17%	-	-
I possibly would/possibly wouldn't	244	111	133	100	85	59	150	94	170	74	210	24	9	1	244	-	68	175	68	175	-	-
	23%	22%	24%	22%	23%	23%	21%	26%	23%	22%	23%	27%	21%	7%	23%	-	25%	22%	25%	22%	-	-
I probably would	272	127	145	109	86	77	167	105	189	83	228	25	14	5	272	-	65	206	65	206	-	-
	26%	25%	26%	24%	24%	30%	24%	29%	26%	25%	25%	28%	33%	36%	26%	-	24%	26%	24%	26%	-	-
I definitely would	206	99	107	96	67	43	153	53	144	62	182	15	8	1	206	-	62	144	62	144	-	-
	19%	20%	19%	21%	18%	17%	22%	15%	20%	18%	20%	17%	19%	7%	19%	-	23%	18%	23%	18%	-	-
NET: Would	478	226	252	205	153	120	320	158	333	145	410	40	22	6	478	-	127	350	127	350	-	-
	45%	45%	45%	46%	42%	47%	45%	44%	46%	43%	45%	45%	52%	43%	45%	-	47%	44%	47%	44%	-	-
NET: Would/might	722	337	385	305	238	179	470	252	503	219	620	64	31	7	722	-	195	525	195	525	-	-
	68%	66%	69%	68%	66%	71%	66%	71%	69%	65%	67%	72%	74%	50%	68%	-	73%	66%	73%	66%	-	-
NET: Wouldn't	343	170	173	144	125	74	239	104	224	119	300	25	11	7	343	-	73	268	73	268	-	-
	32%	34%	31%	32%	34%	29%	34%	29%	31%	35%	33%	28%	26%	50%	32%	-	27%	34%	27%	34%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 126

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
<b>Total</b>	<b>1065</b>															
Total	744	-**	604	415	-**	-**	639	287	590	653	543	583	798	-*	874	-**
I definitely wouldn't	179	-	100	67	-	-	126	29	121	124	111	113	136	-	146	-
	17%	-	17%	16%	-	-	20%	10%	21%	19%	20%	19%	17%	-	17%	-
I probably wouldn't	164	-	84	73	-	-	105	34	111	117	103	107	132	-	142	-
	15%	-	14%	18%	-	-	16%	12%	19%	18%	19%	18%	17%	-	16%	-
I possibly would/possibly wouldn't	244	-	136	84	-	-	142	60	136	143	125	134	178	-	198	-
	23%	-	23%	20%	-	-	22%	21%	23%	22%	23%	23%	22%	-	23%	-
I probably would	272	-	153	104	-	-	140	91	122	143	112	124	194	-	215	-
	26%	-	25%	25%	-	-	22%	32%	21%	22%	21%	21%	24%	-	25%	-
I definitely would	206	-	131	87	-	-	126	73	100	126	92	105	158	-	173	-
	19%	-	22%	21%	-	-	20%	25%	17%	19%	17%	18%	20%	-	20%	-
NET: Would	478	-	284	191	-	-	266	164	222	269	204	229	352	-	388	-
	45%	-	47%	46%	-	-	42%	57%	38%	41%	38%	39%	44%	-	44%	-
NET: Would/might	722	-	420	275	-	-	408	224	358	412	329	363	530	-	586	-
	68%	-	70%	66%	-	-	64%	78%	61%	63%	61%	62%	66%	-	67%	-
NET: Wouldn't	343	-	184	140	-	-	231	63	232	241	214	220	268	-	288	-
	32%	-	30%	34%	-	-	36%	22%	39%	37%	39%	38%	34%	-	33%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 127

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1065	507	558	449	363	253	709	356	727	338	920	89*	42*	14**	1065	-**	268	793	268	793	-**	-**
I definitely wouldn't	239	120	119	86	93	60	159	80	149	90	203	19	11	6	239	-	56	183	56	183	-	-
	22%	24%	21%	19%	26%	24%	22%	22%	20%	27%	22%	21%	26%	43%	22%	-	21%	23%	21%	23%	-	-
I probably wouldn't	234	103	131	102	74	58	161	73	154	80	202	24	6	2	234	-	52	180	52	180	-	-
	22%	20%	23%	23%	20%	23%	23%	21%	21%	24%	22%	27%	14%	14%	22%	-	19%	23%	19%	23%	-	-
I possibly would/possibly wouldn't	243	121	122	101	81	61	152	91	166	77	213	20	8	2	243	-	58	184	58	184	-	-
	23%	24%	22%	22%	22%	24%	21%	26%	23%	23%	23%	22%	19%	14%	23%	-	22%	23%	22%	23%	-	-
I probably would	215	95	120	91	68	56	134	81	159	56	183	16	12	4	215	-	61	153	61	153	-	-
	20%	19%	22%	20%	19%	22%	19%	23%	22%	17%	20%	18%	29%	29%	20%	-	23%	19%	23%	19%	-	-
I definitely would	134	68	66	69	47	18	103	31	99	35	119	10	5	-	134	-	41	93	41	93	-	-
	13%	13%	12%	15%	13%	7%	15%	9%	14%	10%	13%	11%	12%	-	13%	-	15%	12%	15%	12%	-	-
NET: Would	349	163	186	160	115	74	237	112	258	91	302	26	17	4	349	-	102	246	102	246	-	-
	33%	32%	33%	36%	32%	29%	33%	31%	35%	27%	33%	29%	40%	29%	33%	-	38%	31%	38%	31%	-	-
NET: Would/might	592	284	308	261	196	135	389	203	424	168	515	46	25	6	592	-	160	430	160	430	-	-
	56%	56%	55%	58%	54%	53%	55%	57%	58%	50%	56%	52%	60%	43%	56%	-	60%	54%	60%	54%	-	-
NET: Wouldn't	473	223	250	188	167	118	320	153	303	170	405	43	17	8	473	-	108	363	108	363	-	-
	44%	44%	45%	42%	46%	47%	45%	43%	42%	53%	44%	48%	40%	57%	44%	-	40%	46%	40%	46%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 128

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
<b>Total</b>	<b>1065</b>															
Total	744	-**	604	415	-**	-**	639	287	590	653	543	583	798	-*	874	-**
I definitely wouldn't	239		133	90			162	45	167	170	152	154	188	-	199	-
	22%		22%	22%			25%	16%	28%	26%	28%	26%	24%	-	23%	-
I probably wouldn't	234		115	107			157	41	150	159	141	148	183	-	199	-
	22%		19%	26%			24%	14%	25%	24%	26%	25%	23%	-	23%	-
I possibly would/possibly wouldn't	243		144	73			131	69	122	131	110	119	166	-	190	-
	23%		24%	18%			21%	24%	21%	20%	20%	20%	21%	-	22%	-
I probably would	215		125	84			113	78	96	113	88	98	156	-	171	-
	20%		21%	20%			18%	27%	16%	17%	16%	17%	20%	-	20%	-
I definitely would	134		87	61			76	54	55	80	52	64	105	-	115	-
	13%		14%	15%			12%	19%	9%	12%	10%	11%	13%	-	13%	-
NET: Would	349		212	145			189	132	151	193	140	162	261	-	286	-
	33%		35%	35%			30%	46%	26%	30%	26%	28%	33%	-	33%	-
NET: Would/might	592		356	218			320	201	273	324	250	281	427	-	476	-
	56%		59%	53%			50%	70%	46%	50%	46%	48%	54%	-	54%	-
NET: Wouldn't	473		248	197			319	86	317	329	293	302	371	-	398	-
	44%		41%	47%			30%	30%	54%	50%	54%	52%	46%	-	46%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 129

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1065	507	558	449	363	253	709	356	727	338	920	89*	42*	14**	1065	-**	268	793	268	793	-**	-**
I definitely wouldn't	335	170	165	116	129	90	222	113	213	122	290	26	12	7	335	-	77	258	77	258	-	-
	31%	34%	30%	26%	36%	36%	31%	32%	29%	36%	32%	29%	29%	50%	31%	-	29%	33%	29%	33%	-	-
I probably wouldn't	335	152	183	139	105	91	217	118	216	119	285	36	10	4	335	-	80	253	80	253	-	-
	31%	30%	33%	31%	29%	36%	31%	33%	30%	35%	31%	40%	24%	29%	31%	-	30%	32%	30%	32%	-	-
I possibly would/possibly wouldn't	190	92	98	79	63	48	122	68	132	58	162	13	12	3	190	-	52	136	52	136	-	-
	18%	18%	18%	18%	17%	19%	17%	19%	18%	17%	18%	15%	29%	21%	18%	-	19%	17%	19%	17%	-	-
I probably would	123	49	74	66	41	16	79	44	99	24	109	9	5	-	123	-	31	92	31	92	-	-
	12%	10%	13%	15%	11%	6%	11%	12%	14%	7%	12%	10%	12%	-	12%	-	12%	12%	12%	12%	-	-
I definitely would	82	44	38	49	25	8	69	13	67	15	74	5	3	-	82	-	28	54	28	54	-	-
	8%	9%	7%	11%	7%	3%	10%	4%	9%	4%	8%	6%	7%	-	8%	-	10%	7%	10%	7%	-	-
NET: Would	205	93	112	115	66	24	148	57	166	39	183	14	8	-	205	-	59	146	59	146	-	-
	19%	18%	20%	26%	18%	9%	21%	16%	23%	12%	20%	16%	19%	-	19%	-	22%	18%	22%	18%	-	-
NET: Would/might	395	185	210	194	129	72	270	125	298	97	345	27	20	3	395	-	111	282	111	282	-	-
	37%	36%	38%	43%	36%	28%	38%	35%	41%	29%	38%	30%	48%	21%	37%	-	41%	36%	41%	36%	-	-
NET: Wouldn't	670	322	348	255	234	181	439	231	429	241	575	62	22	11	670	-	157	511	157	511	-	-
	63%	64%	62%	57%	64%	72%	62%	65%	59%	71%	63%	70%	52%	79%	63%	-	59%	64%	59%	64%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 130

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	1065	-**	604	415	-**	-**	639	287	590	653	543	583	798	-*	874	-**
I definitely wouldn't	335	-	185	130	-	-	227	66	227	231	212	215	260	-	278	-
	31%	-	31%	31%	-	-	36%	23%	38%	35%	39%	37%	33%	-	32%	-
I probably wouldn't	335	-	172	140	-	-	207	74	205	220	188	199	257	-	282	-
	31%	-	28%	34%	-	-	32%	26%	35%	34%	35%	34%	32%	-	32%	-
I possibly would/possibly wouldn't	190	-	115	58	-	-	98	61	94	99	81	87	132	-	152	-
	18%	-	19%	14%	-	-	15%	21%	16%	15%	15%	15%	17%	-	17%	-
I probably would	123	-	72	51	-	-	65	47	40	59	40	51	85	-	91	-
	12%	-	12%	12%	-	-	10%	16%	7%	9%	7%	9%	11%	-	10%	-
I definitely would	82	-	60	36	-	-	42	39	24	44	22	31	64	-	71	-
	8%	-	10%	9%	-	-	7%	14%	4%	7%	4%	5%	8%	-	8%	-
NET: Would	205	-	132	87	-	-	107	86	64	103	62	82	149	-	162	-
	19%	-	22%	21%	-	-	17%	30%	11%	16%	11%	14%	19%	-	19%	-
NET: Would/might	395	-	247	145	-	-	205	147	158	202	143	169	281	-	314	-
	37%	-	41%	35%	-	-	32%	51%	27%	31%	26%	29%	35%	-	36%	-
NET: Wouldn't	670	-	357	270	-	-	434	140	432	451	400	414	517	-	560	-
	63%	-	59%	65%	-	-	68%	49%	73%	69%	74%	71%	65%	-	64%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 131

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1065	507	558	449	363	253	709	356	727	338	920	89*	42*	14**	1065	-**	268	793	268	793	-**	-**
I definitely wouldn't	425	209	216	151	158	116	277	148	267	158	366	36	15	8	425	-	94	330	94	330	-	-
	40%	41%	39%	34%	44% <sup>sc</sup>	46% <sup>sc</sup>	39%	42%	37%	47% <sup>sc</sup>	40%	40%	36%	57%	40%	-	35%	42%	35%	42%	-	-
I probably wouldn't	369	164	205	150	119	100	240	129	244	125	315	37	11	6	369	-	98	269	98	269	-	-
	35%	32%	37%	33%	33%	40%	34%	36%	34%	37%	34%	42%	26%	43%	35%	-	37%	34%	37%	34%	-	-
I possibly would/possibly wouldn't	137	70	67	72	42	23	93	44	105	32	116	10	11	-	137	-	31	105	31	105	-	-
	13%	14%	12%	16% <sup>sc</sup>	12%	9%	13%	12%	14% <sup>sc</sup>	9%	13%	11%	26% <sup>sc</sup>	-	13%	-	12%	13%	12%	13%	-	-
I probably would	89	38	51	49	29	11	59	30	71	18	80	5	4	-	89	-	25	64	25	64	-	-
	8%	7%	9%	11% <sup>sc</sup>	8%	4%	8%	8%	10% <sup>sc</sup>	5%	9%	6%	10%	-	8%	-	9%	8%	9%	8%	-	-
I definitely would	45	26	19	27	15	3	40	5	40	5	43	1	1	-	45	-	20	25	20	25	-	-
	4%	5%	3%	6% <sup>sc</sup>	4% <sup>sc</sup>	1%	6% <sup>sc</sup>	1%	6% <sup>sc</sup>	1%	5%	1%	2%	-	4%	-	7% <sup>sc</sup>	3%	7% <sup>sc</sup>	3%	-	-
NET: Would	134	64	70	76	44	14	99	35	111	23	123	6	5	-	134	-	45	89	45	89	-	-
	13%	13%	13%	17% <sup>sc</sup>	12% <sup>sc</sup>	6%	14%	10%	13% <sup>sc</sup>	7%	13%	7%	12%	-	13%	-	17% <sup>sc</sup>	11%	17% <sup>sc</sup>	11%	-	-
NET: Would/might	271	134	137	148	86	37	192	79	216	55	239	16	16	-	271	-	76	194	76	194	-	-
	25%	26%	25%	33% <sup>sc</sup>	24% <sup>sc</sup>	15%	27%	22%	30% <sup>sc</sup>	16%	26%	18%	38% <sup>sc</sup>	-	25%	-	28%	24%	28%	24%	-	-
NET: Wouldn't	794	373	421	301	277	216	517	277	511	283	681	73	26	14	794	-	192	599	192	599	-	-
	75%	74%	75%	67%	76% <sup>sc</sup>	65% <sup>sc</sup>	73%	78%	70%	64% <sup>sc</sup>	74%	62% <sup>sc</sup>	62%	100%	75%	-	72%	76%	72%	76%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 132

QD3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	1065	-**	604	415	-**	-**	639	287	590	653	543	583	798	-*	874	-**
I definitely wouldn't	425	-	228	169	-	-	292	82	283	290	266	270	327	-	352	-
	40%	-	38%	41%	-	-	46%	29%	48%	44%	49%	46%	41%	-	40%	-
I probably wouldn't	369	-	197	152	-	-	221	91	220	235	198	209	281	-	315	-
	35%	-	33%	37%	-	-	35%	32%	37%	36%	36%	36%	35%	-	36%	-
I possibly would/possibly wouldn't	137	-	80	41	-	-	66	49	55	62	51	58	94	-	103	-
	13%	-	13%	10%	-	-	10%	17%	9%	9%	9%	10%	12%	-	12%	-
I probably would	89	-	63	32	-	-	39	41	24	43	21	33	60	-	64	-
	8%	-	10%	8%	-	-	6%	14%	4%	7%	4%	6%	8%	-	7%	-
I definitely would	45	-	36	21	-	-	21	24	8	23	7	13	36	-	40	-
	4%	-	6%	5%	-	-	3%	8%	1%	4%	1%	2%	5%	-	5%	-
NET: Would	134	-	99	53	-	-	60	65	32	66	28	46	96	-	104	-
	13%	-	16%	13%	-	-	9%	23%	5%	10%	5%	8%	12%	-	12%	-
NET: Would/might	271	-	179	94	-	-	126	114	87	128	79	104	190	-	207	-
	25%	-	30%	23%	-	-	20%	40%	15%	20%	15%	18%	24%	-	24%	-
NET: Wouldn't	794	-	425	321	-	-	513	173	503	525	464	479	608	-	667	-
	75%	-	70%	77%	-	-	80%	60%	85%	80%	85%	82%	76%	-	76%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 133

QD3B: You said you would not use this method of switching if there was a 50p charge. Why do you say this?

Base : All PAC would not take up GPL at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	254	128	126	111	94*	49*	180	74*	173	81*	222	18**	10**	4**	254	-**	53*	200	53*	200	-**	-**
Because I should not have to pay anything for this option	168 66%	90 70%	78 62%	68 61%	65 69%	35 71%	118 66%	50 68%	107 62%	61 75%	145 65%	11 61%	8 80%	4 100%	168 66%	-	33 62%	134 67%	33 62%	134 67%	-	-
Because it's not worth paying extra for	130 51%	63 49%	67 53%	67 60%	42 45%	21 43%	89 49%	41 55%	96 55%	34 42%	115 52%	11 61%	4 40%	-	130 51%	-	35 96%	95 48%	35 66%	95 48%	-	-
Other (please type in)	9 4%	7 5%	2 2%	1 1%	6 6%	2 4%	7 4%	2 3%	8 5%	1 1%	9 4%	-	-	-	9 4%	-	2 4%	7 4%	2 4%	7 4%	-	-
Don't know	1 *	-	1 1%	1 1%	-	-	-	1 1%	-	1 1%	1 *	-	-	-	1 *	-	1 2%	-	1 2%	-	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 134

QD3B: You said you would not use this method of switching if there was a 50p charge. Why do you say this?

Base : All PAC would not take up GPL at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	254	177	-**	139	103	-**	-**	172	43*	170	178	157	163	194	-*	210	-**
Because I should not have to pay anything for this option	168	116	-	90	73	-	-	115	30	110	116	104	109	129	-	137	-
	66%	66%	-	65%	71%	-	-	67%	70%	65%	65%	66%	67%	66%	-	65%	-
Because it's not worth paying extra for	130	89	-	72	50	-	-	89	19	93	97	83	86	104	-	114	-
	51%	50%	-	52%	49%	-	-	52%	44%	55%	54%	53%	53%	54%	-	54%	-
Other (please type in)	9	8	-	4	4	-	-	5	2	7	7	7	7	8	-	8	-
	4%	5%	-	3%	4%	-	-	3%	5%	4%	4%	4%	4%	4%	-	4%	-
Don't know	1	1	-	-	1	-	-	-	-	1	1	1	1	1	-	1	-
	*	1%	-	-	1%	-	-	-	-	1%	1%	1%	1%	1%	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 135

QD4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1100	528	572	461	377	262	734	366	751	349	948	92*	45*	15**	1100	-**	276	820	276	820	-**	-**
I definitely wouldn't	132	66	66	42	58	32	86	46	84	48	114	11	4	3	132	-	37	95	37	95	-	-
	12%	13%	12%	9%	15% <sup>cd</sup>	12%	12%	13%	11%	14%	12%	12%	9%	20%	12%	-	13%	12%	13%	12%	-	-
I probably wouldn't	270	110	160	100	94	76	187	83	177	93	231	22	9	8	270	-	64	205	64	205	-	-
	25%	21%	28% <sup>ab</sup>	22%	25%	29% <sup>cd</sup>	25%	23%	24%	27%	24%	24%	20%	53%	25%	-	23%	25%	23%	25%	-	-
I possibly would/possibly wouldn't	350	174	176	149	126	75	224	126	241	109	299	31	16	4	350	-	90	257	90	257	-	-
	32%	33%	31%	32%	33%	29%	31%	34%	32%	31%	32%	34%	36%	27%	32%	-	33%	31%	33%	31%	-	-
I probably would	238	119	119	118	67	53	161	77	166	72	204	23	11	-	238	-	51	187	51	187	-	-
	22%	23%	21%	29% <sup>cd</sup>	18%	20%	22%	21%	22%	21%	22%	25%	24%	-	22%	-	18%	23%	18%	23%	-	-
I definitely would	110	59	51	52	32	26	76	34	83	27	100	5	5	-	110	-	34	76	34	76	-	-
	10%	11%	9%	11%	8%	10%	10%	9%	11%	8%	11%	5%	11%	-	10%	-	12%	9%	12%	9%	-	-
NET: Would	348	178	170	170	99	79	237	111	249	99	304	28	16	-	348	-	85	263	85	263	-	-
	32%	34%	30%	37% <sup>cd</sup>	26%	30%	32%	30%	33%	28%	32%	30%	36%	-	32%	-	31%	32%	31%	32%	-	-
NET: Would/might	698	352	346	319	225	154	461	237	490	208	603	59	32	4	698	-	175	520	175	520	-	-
	63%	67% <sup>ab</sup>	60%	69% <sup>cd</sup>	60%	59%	63%	65%	65%	60%	64%	64%	71%	27%	63%	-	63%	63%	63%	63%	-	-
NET: Wouldn't	402	176	226	142	152	108	273	129	261	141	345	33	13	11	402	-	101	300	101	300	-	-
	37%	33%	40% <sup>cd</sup>	31%	40% <sup>cd</sup>	41% <sup>cd</sup>	37%	35%	35%	40%	36%	36%	29%	73%	37%	-	37%	37%	37%	37%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 136

QD4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)	
Total	1100	773	-**	625	426	-**	-**	657	297	604	670	556	596	822	-*	900	-**
I definitely wouldn't	132	92	-	59	67	-	-	91	27	85	89	79	82	94	-	110	-
	12%	12%	-	9%	16%	-	-	14%	9%	14%	13%	14%	14%	11%	-	12%	-
I probably wouldn't	270	188	-	135	128	-	-	176	59	179	185	161	165	217	-	233	-
	25%	24%	-	22%	30%	-	-	27%	20%	30%	28%	29%	28%	26%	-	26%	-
I possibly would/possibly wouldn't	350	243	-	196	108	-	-	199	84	183	196	160	170	243	-	266	-
	32%	31%	-	31%	25%	-	-	30%	28%	30%	29%	29%	29%	30%	-	30%	-
I probably would	238	160	-	156	84	-	-	124	89	113	141	114	131	184	-	200	-
	22%	21%	-	25%	20%	-	-	19%	30%	19%	21%	21%	22%	22%	-	22%	-
I definitely would	110	90	-	79	39	-	-	67	38	44	59	42	48	84	-	91	-
	10%	12%	-	13%	9%	-	-	10%	13%	7%	9%	8%	8%	10%	-	10%	-
NET: Would	348	250	-	235	123	-	-	191	127	157	200	156	179	268	-	291	-
	32%	32%	-	38%	29%	-	-	29%	43%	26%	30%	28%	30%	33%	-	32%	-
NET: Would/might	698	493	-	431	231	-	-	390	211	340	396	316	349	511	-	557	-
	63%	64%	-	69%	54%	-	-	59%	71%	56%	59%	57%	59%	62%	-	62%	-
NET: Wouldn't	402	280	-	194	195	-	-	267	86	264	274	240	247	311	-	343	-
	37%	36%	-	31%	46%	-	-	41%	29%	44%	41%	43%	41%	38%	-	38%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 137

QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	698	352	346	319	225	154	461	237	490	208	603	59*	32*	4**	698	-**	175	520	175	520	-**	-**
To check that my service had been cancelled	190	85	105	84	59	47	126	64	130	60	161	21	7	1	190	-	59	130	59	130	-	-
To give notice	187	100	87	74	62	51	126	61	131	56	156	19	12	-	187	-	44	143	44	143	-	-
To check how much my final bill would be	180	85	95	80	56	44	119	61	119	61	153	17	9	1	180	-	47	133	47	133	-	-
To negotiate a better deal	162	90	72	59	64	39	113	49	117	45	148	7	4	3	162	-	40	121	40	121	-	-
To find out when my contract ended	151	80	71	62	45	44	97	54	99	52	131	13	7	-	151	-	32	117	32	117	-	-
To arrange the 'stop date'	145	77	68	61	45	39	99	46	99	46	124	15	5	1	145	-	35	110	35	110	-	-
To find out if I needed to give them a notice period to leave	130	61	69	53	43	34	94	36	89	41	110	12	8	-	130	-	27	103	27	103	-	-
To find out about any charges for ending my contract early	117	54	63	52	32	33	82	35	75	42	101	9	6	1	117	-	24	92	24	92	-	-
To find out what I needed to do to change provider	87	48	39	39	23	25	69	18	62	25	76	7	4	-	87	-	23	64	23	64	-	-
To talk about their products and services	84	50	34	45	27	12	58	26	65	19	76	5	3	-	84	-	25	59	25	59	-	-
To obtain information about my contract e.g. my usage patterns/spend	66	30	36	35	25	6	47	19	50	16	58	4	4	-	66	-	18	48	18	48	-	-
Other (please type in)	8	4	4	2	-	6	4	4	2	6	6	1	1	-	8	-	2	5	2	5	-	-
Don't know/don't recall	59	27	32	25	25	9	34	25	41	18	51	3	5	-	59	-	16	43	16	43	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 137

QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	698	352	346	319	225	154	461	237	490	208	603	59*	32*	4**	698	-**	175	520	175	520	-**	-**
NET: To give notice/To find out if I needed to give them a notice period to leave	269	135	134	108	90	71	190	79	185	84	228	25	16	-	269	-	59	210	59	210	-	-
	39%	38%	39%	34%	40%	46%	41%	33%	38%	40%	38%	42%	50%	-	39%	-	34%	40%	34%	40%	-	-
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	430	210	220	194	132	104	297	133	300	130	368	41	20	1	430	-	107	322	107	322	-	-
	62%	60%	64%	61%	59%	68%	64%	56%	61%	63%	61%	69%	63%	25%	62%	-	61%	62%	61%	62%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice	582	295	287	270	182	130	391	191	411	171	504	53	21	4	582	-	148	432	148	432	-	-
	83%	84%	83%	85%	81%	84%	85%	81%	84%	82%	84%	90%	66%	100%	83%	-	85%	83%	85%	83%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	494	247	247	223	165	106	335	159	350	144	424	45	21	4	494	-	126	366	126	366	-	-
	71%	70%	71%	70%	73%	69%	73%	67%	71%	69%	70%	76%	66%	100%	71%	-	72%	70%	72%	70%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 138

QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
<b>Total</b>	<b>698</b>															
To check that my service had been cancelled	190 27%	120 24%	-	109 25%	78 31%	-	-	118 30%	49 23%	98 29%	114 29%	97 31%	106 30%	139 27%	-	153 27%
To give notice	187 27%	135 27%	-	123 29%	61 26%	-	-	104 27%	61 29%	96 28%	113 29%	88 28%	101 29%	140 27%	-	158 28%
To check how much my final bill would be	180 26%	129 26%	-	115 27%	60 26%	-	-	109 28%	48 23%	89 26%	112 28%	83 26%	95 27%	145 28%	-	154 28%
To negotiate a better deal	162 23%	118 24%	-	98 23%	61 26%	-	-	92 24%	49 23%	82 24%	98 25%	76 24%	86 25%	119 23%	-	134 24%
To find out when my contract ended	151 22%	101 20%	-	100 23%	49 21%	-	-	84 22%	44 21%	80 24%	92 23%	77 24%	83 24%	116 23%	-	125 22%
To arrange the 'stop date'	145 21%	94 19%	-	96 22%	42 18%	-	-	77 20%	41 19%	72 21%	89 22%	63 20%	72 21%	107 21%	-	118 21%
To find out if I needed to give them a notice period to leave	130 19%	90 18%	-	81 19%	46 20%	-	-	69 18%	41 19%	70 21%	85 21%	65 21%	73 21%	102 20%	-	110 20%
To find out about any charges for ending my contract early	117 17%	80 16%	-	71 16%	43 19%	-	-	71 18%	34 16%	56 16%	70 18%	53 17%	62 18%	87 17%	-	91 16%
To find out what I needed to do to change provider	87 12%	58 12%	-	53 12%	36 16%	-	-	44 11%	33 16%	34 10%	45 11%	34 11%	39 11%	64 13%	-	66 12%
To talk about their products and services	84 12%	57 12%	-	63 15%	31 13%	-	-	40 10%	34 16%	27 8%	44 11%	29 9%	36 10%	65 13%	-	70 13%
To obtain information about my contract e.g. my usage patterns/spend	66 9%	47 10%	-	48 11%	22 10%	-	-	26 7%	30 14%	25 7%	34 9%	24 8%	29 8%	53 10%	-	56 10%
Other (please type in)	8 1%	8 2%	-	6 1%	1 *	-	-	6 2%	1 *	4 1%	4 1%	3 1%	3 1%	6 1%	-	6 1%
Don't know/don't recall	59 8%	45 9%	-	25 6%	15 6%	-	-	28 7%	5 2%	29 9%	30 8%	29 9%	30 9%	35 7%	-	37 7%
NET: To give notice/To find out if I needed to give them a notice period to leave	269 39%	192 39%	-	171 40%	94 41%	-	-	150 38%	84 40%	142 42%	168 42%	130 41%	146 42%	205 40%	-	227 41%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 138

QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	698	493	**	431	231	-**	-**	390	211	340	396	316	349	511	-*	557	-**
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	430	298	-	273	149	-	-	242	135	223	264	206	230	325	-	358	-
	62%	60%	-	63%	65%	-	-	62%	64%	66%	67%	65%	66%	64%	-	64%	-
NET: All except single mentions of to give notice/to find out if needed to give notice	582	404	-	371	199	-	-	332	183	280	335	262	293	438	-	476	-
	83%	82%	-	86%	86%	-	-	85%	87%	82%	85%	83%	84%	86%	-	85%	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	494	342	-	322	165	-	-	279	156	228	279	216	244	369	-	403	-
	71%	69%	-	75%	71%	-	-	72%	74%	67%	70%	68%	70%	72%	-	72%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 139

QD6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	528	572	461	377	262	734	366	751	349	948	92*	45*	15**	1100	-**	276	820	276	820	-**	-**
I would have spent less time speaking to my previous provider	574	262	312	214	210	150	392	182	361	213	487	55	19	13	574	-	148	424	148	424	-
	52%	50%	55%	46%	56% <sup>c</sup>	57% <sup>c</sup>	53%	50%	48%	61% <sup>h</sup>	51%	60%	42%	87%	52%	-	54%	52%	54%	52%	-
It would not have changed the amount of time I would have spent speaking to my previous provider	283	151	132	128	92	63	181	102	205	78	247	22	12	2	283	-	65	218	65	218	-
	26%	29% <sup>b</sup>	23%	28%	24%	24%	25%	28%	27%	22%	26%	24%	27%	13%	26%	-	24%	27%	24%	27%	-
I would have spent more time speaking to my previous provider	147	75	72	86	37	24	110	37	124	23	131	8	8	-	147	-	41	106	41	106	-
	13%	14%	13%	19% <sup>d</sup>	10%	9%	15% <sup>f</sup>	10%	17% <sup>i</sup>	7%	14%	9%	18%	-	13%	-	15%	13%	15%	13%	-
Don't know	96	40	56	33	38	25	51	45	61	35	83	7	6	-	96	-	22	72	22	72	-
	9%	8%	10%	7%	10%	10%	7%	12% <sup>g</sup>	8%	10%	9%	8%	13%	-	9%	-	8%	9%	8%	9%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 140

QD6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	1100		625	426	-**	-**	657	297	604	670	556	596	822	-	900	-**
I would have spent less time speaking to my previous provider	574	52%	307	246	-	-	380	136	376	395	348	363	445	-	491	-
It would not have changed the amount of time I would have spent speaking to my previous provider	283	26%	164	106	-	-	161	84	135	151	125	134	203	-	221	-
I would have spent more time speaking to my previous provider	147	13%	111	47	-	-	69	64	45	73	43	55	113	-	120	-
Don't know	96	9%	43	27	-	-	47	13	48	51	40	44	61	-	68	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 141

QE1 Which of these would you be most likely to use?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS/Online and GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1077	516	561	453	369	255	718	359	739	338	929	89*	45*	14**	1077	-**	266	807	266	807	-**	-**
Prefer PAC via SMS/PAC via Online account	502	225	277	221	171	110	330	172	337	165	444	27	22	9	502	-	123	377	123	377	-	-
	47%	44%	49%	49%	46%	43%	46%	48%	46%	49%	48%	30%	49%	64%	47%	-	46%	47%	46%	47%	-	-
Prefer PAC via SMS/PAC via Online account (Only)	434	197	237	199	146	89	283	151	295	139	381	25	21	7	434	-	109	323	109	323	-	-
	40%	38%	42%	44%	40%	35%	39%	42%	40%	41%	41%	28%	47%	50%	40%	-	41%	40%	41%	40%	-	-
Prefer GPL	643	319	324	254	223	166	435	208	444	199	548	64	24	7	643	-	157	484	157	484	-	-
	60%	62%	58%	56%	60%	65%	61%	58%	60%	59%	59%	72%	53%	50%	60%	-	59%	60%	59%	60%	-	-
Prefer GPL (Only)	575	291	284	232	198	145	388	187	402	173	485	62	23	5	575	-	143	430	143	430	-	-
	53%	56%	51%	51%	54%	57%	54%	52%	54%	51%	52%	70%	51%	36%	53%	-	54%	53%	54%	53%	-	-
Both equally	68	28	40	22	25	21	47	21	42	26	63	2	1	2	68	-	14	54	14	54	-	-
	6%	5%	7%	5%	7%	8%	7%	6%	6%	8%	7%	2%	2%	14%	6%	-	5%	7%	5%	7%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 142

QE1 Which of these would you be most likely to use?

Base : All PAC switched in the last 18 months and would/might take up Auto-Switch SMS/Online and GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1077	756	-**	607	420	-**	-**	642	291	592	656	548	586	800	-*	878	-**
Prefer PAC via SMS/PAC via Online account	502	365	-	278	203	-	-	291	145	283	310	263	280	379	-	416	-
	47%	48%	-	46%	48%	-	-	45%	50%	48%	47%	48%	48%	47%	-	47%	-
Prefer PAC via SMS/PAC via Online account (Only)	434	316	-	238	174	-	-	248	125	240	263	222	235	321	-	356	-
	40%	42%	-	39%	41%	-	-	39%	43%	41%	40%	41%	40%	40%	-	41%	-
Prefer GPL	643	440	-	369	246	-	-	394	166	352	393	326	351	479	-	522	-
	60%	58%	-	61%	59%	-	-	61%	57%	59%	60%	59%	60%	60%	-	59%	-
Prefer GPL (Only)	575	391	-	329	217	-	-	351	146	309	346	285	306	421	-	462	-
	53%	52%	-	54%	52%	-	-	55%	50%	52%	53%	52%	52%	53%	-	53%	-
Both equally	68	49	-	40	29	-	-	43	20	43	47	41	45	58	-	60	-
	6%	6%	-	7%	7%	-	-	7%	7%	7%	7%	7%	8%	7%	-	7%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 143

QE1 Total (would/might).

Base : All PAC switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1251	607	644	524	421	306	834	417	850	401	1075	103	50*	22**	1251	-**	321	925	321	925	-**	-**
Only take up Auto-Switch SMS/Online	132	67	65	58	37	37	88	44	86	46	110	9	5	7	132	-	38	93	38	93	-	-
Prefer PAC via SMS/PAC via Online account (Only)	434	197	237	199	146	89	283	151	295	139	381	25	21	7	434	-	109	323	109	323	-	-
Only take up GPL	23	12	11	8	8	7	16	7	12	11	19	3	-	1	23	-	10	13	10	13	-	-
Prefer GPL (Only)	575	291	284	232	198	145	388	187	402	173	485	62	23	5	575	-	143	430	143	430	-	-
NET: Auto-Switch SMS/Online	566	264	302	257	183	126	371	195	381	185	491	34	26	14	566	-	147	416	147	416	-	-
NET: GPL	598	303	295	240	206	152	404	194	414	184	504	65	23	6	598	-	153	443	153	443	-	-
Both equally	68	28	40	22	25	21	47	21	42	26	63	2	1	2	68	-	14	54	14	54	-	-
Wouldn't take up either	19	12	7	5	7	7	12	7	13	6	17	2	-	-	19	-	7	12	7	12	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 144

QE1 Total (would/might).

Base : All PAC switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	1251	895	-**	728	467	-**	-**	735	348	678	757	618	666	930	-*	1019	-**
Only take up Auto-Switch SMS/Online	132	106	-	94	35	-	-	66	48	63	76	53	61	94	-	104	-
	11%	12%	-	13%	7%	-	-	9%	14%	9%	10%	9%	9%	10%	-	10%	-
Prefer PAC via SMS/PAC via Online account (Only)	434	316	-	238	174	-	-	248	125	240	263	222	235	321	-	356	-
	35%	35%	-	33%	37%	-	-	34%	36%	35%	35%	36%	35%	35%	-	35%	-
Only take up GPL	23	17	-	18	6	-	-	15	6	12	14	8	10	22	-	22	-
	2%	2%	-	2%	1%	-	-	2%	2%	2%	2%	1%	2%	2%	-	2%	-
Prefer GPL (Only)	575	391	-	329	217	-	-	351	146	309	346	285	306	421	-	462	-
	46%	44%	-	45%	46%	-	-	48%	42%	46%	46%	46%	46%	45%	-	45%	-
NET: Auto-Switch SMS/Online	566	422	-	332	209	-	-	314	173	303	339	275	296	415	-	460	-
	45%	47%	-	46%	45%	-	-	43%	50%	45%	45%	44%	44%	45%	-	45%	-
NET: GPL	598	408	-	347	223	-	-	366	152	321	360	293	316	443	-	484	-
	48%	46%	-	48%	48%	-	-	50%	44%	47%	48%	47%	47%	48%	-	47%	-
Both equally	68	49	-	40	29	-	-	43	20	43	47	41	45	58	-	60	-
	5%	5%	-	5%	6%	-	-	6%	6%	6%	6%	7%	7%	6%	-	6%	-
Wouldn't take up either	19	16	-	9	6	-	-	12	3	11	11	9	9	14	-	15	-
	2%	2%	-	1%	1%	-	-	2%	1%	2%	1%	1%	1%	2%	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 145

QF1: If this code was available either by texting a free number or through your online account with your current provider, how likely would you be to use this code to switch, rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	758	336	422	329	239	190	455	303	399	359	663	49*	36*	9**	-**	758	366	390	-**	-**	366	390
I definitely wouldn't	23	13	10	5	6	12	14	9	8	15	20	2	-	-	-	23	13	9	-	-	13	9
	3%	4%	2%	2%	3%	6%	3%	3%	2%	4%	3%	4%	-	-	-	3%	4%	2%	-	-	4%	2%
I probably wouldn't	44	27	17	16	15	13	20	24	23	21	38	4	1	1	-	44	22	22	-	-	22	22
	6%	8%	4%	5%	6%	7%	4%	8%	6%	6%	6%	8%	3%	11%	-	6%	6%	6%	-	-	6%	6%
I possibly would/possibly wouldn't	134	64	70	55	43	36	76	58	59	75	118	6	9	1	-	134	70	64	-	-	70	64
	18%	19%	17%	17%	18%	19%	17%	19%	15%	21%	18%	12%	25%	11%	-	18%	19%	16%	-	-	19%	16%
I probably would	264	112	152	110	81	73	160	104	137	127	231	16	13	4	-	264	138	126	-	-	138	126
	35%	33%	36%	33%	34%	38%	35%	34%	34%	35%	35%	33%	36%	44%	-	35%	38%	32%	-	-	38%	32%
I definitely would	293	120	173	143	94	56	185	108	172	121	256	21	13	3	-	293	123	169	-	-	123	169
	39%	36%	41%	43%	39%	29%	41%	36%	43%	34%	39%	43%	36%	33%	-	39%	34%	43%	-	-	34%	43%
NET: Would	557	232	325	253	175	129	345	212	309	248	487	37	26	7	-	557	261	295	-	-	261	295
	73%	69%	77%	77%	73%	68%	76%	70%	77%	69%	73%	76%	72%	78%	-	73%	71%	76%	-	-	71%	76%
NET: Would/might	691	296	395	308	218	165	421	270	368	323	605	43	35	8	-	691	331	359	-	-	331	359
	91%	88%	94%	94%	91%	87%	93%	89%	92%	90%	91%	88%	97%	89%	-	91%	90%	92%	-	-	90%	92%
NET: Wouldn't	67	40	27	21	21	25	34	33	31	36	58	6	1	1	-	67	35	31	-	-	35	31
	9%	12%	6%	6%	9%	13%	7%	11%	8%	10%	9%	12%	3%	11%	-	9%	10%	8%	-	-	10%	8%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 146

QF1: If this code was available either by texting a free number or through your online account with your current provider, how likely would you be to use this code to switch, rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	758	-**	535	67*	33*	112	220	340	129	43*	47*	236	252	-*	347	-**	385
I definitely wouldn't	23	-	18	3	-	3	9	10	4	2	2	6	6	-	8	-	8
	3%	-	3%	4%	-	3%	4%	3%	3%	5%	4%	3%	2%	-	2%	-	2%
I probably wouldn't	44	-	35	-	-	2	17	17	6	1	1	17	18	-	20	-	23
	6%	-	7%	-	-	2%	8%	5%	5%	2%	2%	7%	7%	-	6%	-	6%
I possibly would/possibly wouldn't	134	-	95	8	2	6	40	45	15	5	5	31	33	-	53	-	56
	18%	-	18%	12%	6%	5%	18%	13%	12%	12%	11%	13%	13%	-	15%	-	15%
I probably would	264	-	176	23	10	44	72	118	42	12	13	74	78	-	114	-	123
	35%	-	33%	34%	30%	39%	33%	35%	33%	28%	28%	31%	31%	-	33%	-	32%
I definitely would	293	-	211	33	21	57	82	150	62	23	26	108	117	-	152	-	175
	39%	-	39%	49%	64%	51%	37%	44%	48%	53%	55%	46%	46%	-	44%	-	45%
NET: Would	557	-	387	56	31	101	154	268	104	35	39	182	195	-	266	-	298
	73%	-	72%	84%	94%	90%	70%	79%	81%	81%	83%	77%	77%	-	77%	-	77%
NET: Would/might	691	-	482	64	33	107	194	313	119	40	44	213	228	-	319	-	354
	91%	-	90%	96%	100%	98%	88%	92%	92%	93%	94%	90%	90%	-	92%	-	92%
NET: Wouldn't	67	-	53	3	-	5	26	27	10	3	3	23	24	-	28	-	31
	9%	-	10%	4%	-	4%	12%	8%	8%	7%	6%	10%	10%	-	8%	-	8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 147

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	667	286	381	295	209	163	407	260	358	309	584	42*	33*	8**	-**	667	316	350	-**	-**	316	350
I definitely wouldn't	60	27	33	25	15	20	37	23	25	35	53	3	3	1	-	60	33	27	-	-	33	27
	9%	9%	9%	8%	7%	12%	9%	9%	7%	11%	9%	7%	9%	13%	-	9%	10%	8%	-	-	10%	8%
I probably wouldn't	74	35	39	37	27	10	46	28	45	29	68	5	1	-	-	74	36	38	-	-	36	38
	11%	12%	10%	13%	13%	6%	11%	11%	13%	9%	12%	12%	3%	-	-	11%	11%	11%	-	-	11%	11%
I possibly would/possibly wouldn't	139	66	73	56	43	40	82	57	73	66	118	12	9	-	-	139	79	60	-	-	79	60
	21%	23%	19%	19%	21%	25%	20%	22%	20%	21%	20%	29%	27%	-	-	21%	25%	17%	-	-	25%	17%
I probably would	198	83	115	85	62	51	125	73	102	96	169	14	9	6	-	198	88	109	-	-	88	109
	30%	29%	30%	29%	30%	31%	31%	28%	28%	31%	29%	33%	27%	75%	-	30%	28%	31%	-	-	28%	31%
I definitely would	196	75	121	92	62	42	117	79	113	83	176	8	11	1	-	196	80	116	-	-	80	116
	29%	26%	32%	31%	30%	26%	29%	30%	32%	27%	30%	19%	33%	13%	-	29%	25%	33%	-	-	25%	33%
NET: Would	394	158	236	177	124	93	242	152	215	179	345	22	20	7	-	394	168	225	-	-	168	225
	59%	55%	62%	60%	59%	57%	59%	58%	60%	58%	59%	52%	61%	88%	-	59%	53%	64%	-	-	53%	64%
NET: Would/might	533	224	309	233	167	133	324	209	288	245	463	34	29	7	-	533	247	285	-	-	247	285
	80%	78%	81%	79%	80%	82%	80%	80%	80%	79%	79%	81%	88%	88%	-	80%	78%	81%	-	-	78%	81%
NET: Wouldn't	134	62	72	62	42	30	83	51	70	64	121	8	4	1	-	134	69	65	-	-	69	65
	20%	22%	19%	21%	20%	18%	20%	20%	20%	21%	21%	19%	12%	13%	-	20%	22%	19%	-	-	22%	19%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 148

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	667	-**	464	61*	33*	106	188	300	116	40*	44*	211	226	-*	313	-**	347
I definitely wouldn't	60	-	47	8	1	11	15	27	10	4	4	17	18	-	24	-	28
	9%	-	10%	13%	3%	10%	8%	9%	9%	10%	9%	8%	8%	-	8%	-	8%
I probably wouldn't	74	-	50	4	4	13	20	37	9	5	5	25	26	-	35	-	36
	11%	-	11%	7%	12%	12%	11%	12%	8%	13%	11%	12%	12%	-	11%	-	10%
I possibly would/possibly wouldn't	139	-	94	12	3	18	38	45	18	8	9	34	37	-	51	-	57
	21%	-	20%	20%	9%	17%	20%	15%	16%	20%	20%	16%	16%	-	16%	-	16%
I probably would	198	-	132	18	7	27	54	90	37	8	8	63	66	-	95	-	104
	30%	-	28%	30%	21%	25%	29%	30%	32%	20%	18%	30%	29%	-	30%	-	30%
I definitely would	196	-	141	19	18	37	61	101	42	15	18	72	79	-	108	-	122
	29%	-	30%	31%	55%	35%	32%	34%	36%	38%	41%	34%	35%	-	35%	-	35%
NET: Would	394	-	273	37	25	64	115	191	79	23	26	135	145	-	203	-	226
	59%	-	59%	61%	76%	60%	61%	64%	68%	58%	59%	64%	64%	-	65%	-	65%
NET: Would/might	533	-	367	49	28	82	153	236	97	31	35	169	182	-	254	-	283
	80%	-	79%	80%	85%	77%	81%	79%	84%	78%	80%	80%	81%	-	81%	-	82%
NET: Wouldn't	134	-	97	12	5	24	35	64	19	9	9	42	44	-	59	-	64
	20%	-	21%	20%	15%	23%	19%	21%	16%	23%	20%	20%	19%	-	19%	-	18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 149

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	667	286	381	295	209	163	407	260	358	309	584	42*	33*	8**	-**	667	316	350	-**	-**	316	350
I definitely wouldn't	79	37	42	37	18	24	50	29	33	46	70	5	3	1	-	79	40	39	-	-	40	39
	12%	13%	11%	13%	9%	15%	12%	11%	9%	15% <sup>h</sup>	12%	12%	9%	13%	-	12%	13%	11%	-	-	13%	11%
I probably wouldn't	108	49	59	56	35	17	68	40	65	43	98	6	4	-	-	108	55	53	-	-	55	53
	16%	17%	15%	19% <sup>h</sup>	17%	10%	17%	15%	18%	14%	17%	14%	12%	-	-	16%	17%	15%	-	-	17%	15%
I possibly would/possibly wouldn't	165	67	98	58	59	48	100	65	87	78	138	16	8	3	-	165	94	71	-	-	94	71
	25%	23%	26%	20%	28% <sup>h</sup>	29% <sup>h</sup>	25%	25%	24%	25%	24%	38% <sup>h</sup>	24%	38%	-	25%	30% <sup>h</sup>	20%	-	-	30% <sup>h</sup>	20%
I probably would	187	83	104	82	52	53	118	69	95	92	163	9	12	3	-	187	81	105	-	-	81	105
	28%	29%	27%	28%	25%	33%	29%	27%	27%	30%	28%	21%	36%	38%	-	28%	26%	30%	-	-	26%	30%
I definitely would	128	50	78	62	45	21	71	57	78	50	115	6	6	1	-	128	46	82	-	-	46	82
	19%	17%	20%	21% <sup>h</sup>	22% <sup>h</sup>	13%	17%	22%	22%	16%	20%	14%	18%	13%	-	19%	15%	23% <sup>h</sup>	-	-	15%	23% <sup>h</sup>
NET: Would	315	133	182	144	97	74	189	126	173	142	278	15	18	4	-	315	127	187	-	-	127	187
	47%	47%	48%	49%	46%	45%	46%	48%	48%	46%	48%	36%	55%	50%	-	47%	40%	53% <sup>h</sup>	-	-	40%	53% <sup>h</sup>
NET: Would/might	480	200	280	202	156	122	289	191	260	220	416	31	26	7	-	480	221	258	-	-	221	258
	72%	70%	73%	68%	75%	75%	71%	73%	73%	71%	71%	74%	79%	88%	-	72%	70%	74%	-	-	70%	74%
NET: Wouldn't	187	86	101	93	53	41	118	69	98	89	168	11	7	1	-	187	95	92	-	-	95	92
	28%	30%	27%	32%	25%	25%	29%	27%	27%	29%	29%	26%	21%	13%	-	28%	30%	26%	-	-	30%	26%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 150

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	667	-**	464	61*	33*	106	188	300	116	40*	44*	211	226	-*	313	-**	347
I definitely wouldn't	79	-	61	10	3	14	22	35	12	7	7	27	29	-	35	-	40
	12%	-	13%	16%	9%	13%	12%	12%	10%	18%	16%	13%	13%	-	11%	-	12%
I probably wouldn't	108	-	72	7	4	21	26	45	15	4	5	30	31	-	46	-	49
	16%	-	16%	11%	12%	20%	14%	15%	13%	10%	11%	14%	14%	-	15%	-	14%
I possibly would/possibly wouldn't	165	-	112	12	5	15	46	66	21	8	8	43	47	-	70	-	77
	25%	-	24%	20%	15%	14%	24%	22%	18%	20%	18%	20%	21%	-	22%	-	22%
I probably would	187	-	126	18	9	33	52	87	36	12	12	64	67	-	93	-	100
	28%	-	27%	30%	27%	31%	28%	29%	31%	30%	27%	30%	30%	-	30%	-	29%
I definitely would	128	-	93	14	12	23	42	67	32	9	12	47	52	-	69	-	81
	19%	-	20%	23%	36%	22%	22%	22%	28%	23%	27%	22%	23%	-	22%	-	23%
NET: Would	315	-	219	32	21	56	94	154	68	21	24	111	119	-	162	-	181
	47%	-	47%	52%	64%	53%	50%	51%	59%	53%	55%	53%	53%	-	52%	-	52%
NET: Would/might	480	-	331	44	26	71	140	220	89	29	32	154	166	-	232	-	258
	72%	-	71%	72%	79%	67%	74%	73%	77%	73%	73%	73%	73%	-	74%	-	74%
NET: Wouldn't	187	-	133	17	7	35	48	80	27	11	12	57	60	-	81	-	89
	28%	-	29%	28%	21%	33%	26%	27%	23%	28%	27%	27%	27%	-	26%	-	26%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 151

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	667	286	381	295	209	163	407	260	358	309	584	42*	33*	8**	-**	667	316	350	-**	-**	316	350
I definitely wouldn't	110	52	58	50	29	31	71	39	49	61	99	6	4	1	-	110	53	57	-	-	53	57
	16%	18%	15%	17%	14%	19%	17%	15%	14%	20%h	17%	14%	12%	13%	-	16%	17%	16%	-	-	17%	16%
I probably wouldn't	160	61	99	77	53	30	96	64	90	70	141	12	7	-	-	160	87	73	-	-	87	73
	24%	21%	26%	26%	25%	18%	24%	25%	25%	23%	24%	29%	21%	-	-	24%	28%h	21%	-	-	28%h	21%
I possibly would/possibly wouldn't	187	85	102	68	57	62	114	73	97	90	159	13	11	4	-	187	97	89	-	-	97	89
	28%	30%	27%	23%	27%	38%hd	28%	28%	27%	29%	27%	31%	33%	50%	-	28%	31%	25%	-	-	31%	25%
I probably would	147	57	90	70	48	29	93	54	79	68	125	9	10	3	-	147	57	90	-	-	57	90
	22%	20%	24%	24%	23%	18%	23%	21%	22%	22%	21%	21%	30%	38%	-	22%	18%	28%h	-	-	18%	28%h
I definitely would	63	31	32	30	22	11	33	30	43	20	60	2	1	-	-	63	22	41	-	-	22	41
	9%	11%	8%	10%	11%	7%	8%	12%	12%h	6%	10%	5%	3%	-	-	9%	7%	12%h	-	-	7%	12%h
NET: Would	210	88	122	100	70	40	126	84	122	88	185	11	11	3	-	210	79	131	-	-	79	131
	31%	31%	32%	34%h	33%	25%	31%	32%	34%	28%	32%	26%	33%	38%	-	31%	25%	37%h	-	-	25%	37%h
NET: Would/might	397	173	224	168	127	102	240	157	219	178	344	24	22	7	-	397	176	220	-	-	176	220
	60%	60%	59%	57%	61%	63%	59%	60%	61%	58%	59%	57%	67%	88%	-	60%	56%	63%	-	-	56%	63%
NET: Wouldn't	270	113	157	127	82	61	167	103	139	131	240	18	11	1	-	270	140	130	-	-	140	130
	40%	40%	41%	43%	39%	37%	41%	40%	39%	42%	41%	43%	33%	13%	-	40%	44%	37%	-	-	44%	37%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 152

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	667	-**	464	61*	33*	106	188	300	116	40*	44*	211	226	-*	313	-**	347
I definitely wouldn't	110	-	79	11	4	16	31	46	17	7	8	36	40	-	50	-	56
	16%	-	17%	18%	12%	15%	16%	15%	15%	18%	18%	17%	18%	-	16%	-	16%
I probably wouldn't	160	-	101	10	7	30	38	70	27	8	8	47	50	-	69	-	73
	24%	-	22%	16%	21%	28%	20%	23%	23%	20%	18%	22%	22%	-	22%	-	21%
I possibly would/possibly wouldn't	187	-	137	17	5	23	55	80	24	10	10	57	60	-	84	-	93
	28%	-	30%	28%	15%	22%	29%	27%	21%	25%	23%	27%	27%	-	27%	-	27%
I probably would	147	-	105	15	10	29	38	71	31	9	10	47	48	-	71	-	81
	22%	-	23%	25%	30%	27%	20%	24%	27%	23%	23%	22%	21%	-	23%	-	23%
I definitely would	63	-	42	8	7	8	26	33	17	6	8	24	28	-	39	-	44
	9%	-	9%	13%	21%	8%	14%	11%	15%	15%	18%	11%	12%	-	12%	-	13%
NET: Would	210	-	147	23	17	37	64	104	48	15	18	71	76	-	110	-	125
	31%	-	32%	38%	52%	35%	34%	35%	41%	38%	41%	34%	34%	-	35%	-	36%
NET: Would/might	397	-	284	40	22	60	119	184	72	25	28	128	136	-	194	-	218
	60%	-	61%	66%	67%	57%	63%	61%	62%	63%	64%	61%	60%	-	62%	-	63%
NET: Wouldn't	270	-	180	21	11	46	69	116	44	15	16	83	90	-	119	-	129
	40%	-	39%	34%	33%	43%	37%	39%	38%	38%	36%	39%	40%	-	38%	-	37%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 153

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	667	286	381	295	209	163	407	260	358	309	584	42*	33*	8**	-**	667	316	350	-**	-**	316	350
I definitely wouldn't	179	82	97	71	54	54	110	69	82	97	156	12	7	4	-	179	95	84	-	-	95	84
	27%	29%	25%	24%	26%	33%	27%	27%	23%	31%	27%	29%	21%	50%	-	27%	30%	24%	-	-	30%	24%
I probably wouldn't	255	96	159	122	79	54	157	98	142	113	220	17	16	2	-	255	128	127	-	-	128	127
	38%	34%	42%	41%	38%	33%	39%	38%	40%	37%	38%	40%	48%	25%	-	38%	41%	36%	-	-	41%	36%
I possibly would/possibly wouldn't	137	62	75	54	43	40	83	54	76	61	123	6	7	1	-	137	60	76	-	-	60	76
	21%	22%	20%	18%	21%	25%	20%	21%	21%	20%	21%	14%	21%	13%	-	21%	19%	22%	-	-	19%	22%
I probably would	67	30	37	37	20	10	40	27	37	30	58	6	2	1	-	67	22	45	-	-	22	45
	10%	10%	10%	13%	10%	6%	10%	10%	10%	10%	10%	14%	6%	13%	-	10%	7%	13%	-	-	7%	13%
I definitely would	29	16	13	11	13	5	17	12	21	8	27	1	1	-	-	29	11	18	-	-	11	18
	4%	6%	3%	4%	6%	3%	4%	5%	6%	3%	5%	2%	3%	-	4%	3%	3%	5%	-	-	3%	5%
NET: Would	96	46	50	48	33	15	57	39	58	38	85	7	3	1	-	96	33	63	-	-	33	63
	14%	16%	13%	16%	16%	9%	14%	15%	16%	12%	15%	17%	9%	13%	-	14%	10%	16%	-	-	10%	16%
NET: Would/might	233	108	125	102	76	55	140	93	134	99	208	13	10	2	-	233	93	139	-	-	93	139
	35%	38%	33%	35%	36%	34%	34%	36%	37%	32%	36%	31%	30%	25%	-	35%	29%	40%	-	-	29%	40%
NET: Wouldn't	434	178	256	193	133	108	267	167	224	210	376	29	23	6	-	434	223	211	-	-	223	211
	65%	62%	67%	65%	64%	66%	66%	64%	63%	68%	64%	69%	70%	75%	-	65%	71%	60%	-	-	71%	60%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 154

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	667	-**	464	61*	33*	106	188	300	116	40*	44*	211	226	-*	313	-**	347
I definitely wouldn't	179	-	123	18	5	25	49	79	25	12	13	51	56	-	79	-	90
	27%	-	27%	30%	15%	24%	26%	26%	22%	30%	30%	24%	25%	-	25%	-	26%
I probably wouldn't	255	-	178	13	13	48	61	116	44	11	11	85	89	-	116	-	126
	38%	-	38%	21%	39%	45%	32%	39%	38%	28%	25%	40%	39%	-	37%	-	36%
I possibly would/possibly wouldn't	137	-	96	20	7	25	41	49	31	12	14	44	47	-	63	-	69
	21%	-	21%	33%	21%	24%	22%	16%	27%	30%	32%	21%	21%	-	20%	-	20%
I probably would	67	-	46	6	3	7	25	39	12	2	2	21	22	-	37	-	42
	10%	-	10%	10%	9%	7%	13%	13%	10%	5%	5%	10%	10%	-	12%	-	12%
I definitely would	29	-	21	4	5	1	12	17	4	3	4	10	12	-	18	-	20
	4%	-	5%	7%	15%	1%	6%	6%	3%	8%	9%	5%	5%	-	6%	-	6%
NET: Would	96	-	67	10	8	8	37	56	16	5	6	31	34	-	55	-	62
	14%	-	14%	16%	24%	8%	20%	19%	14%	13%	14%	15%	15%	-	18%	-	18%
NET: Would/might	233	-	163	30	15	33	78	105	47	17	20	75	81	-	118	-	131
	35%	-	35%	49%	45%	31%	41%	35%	41%	43%	45%	36%	36%	-	38%	-	38%
NET: Wouldn't	434	-	301	31	18	73	110	195	69	23	24	136	145	-	195	-	216
	65%	-	65%	51%	55%	69%	59%	65%	59%	58%	55%	64%	64%	-	62%	-	62%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 155

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	667	286	381	295	209	163	407	260	358	309	584	42*	33*	8**	-**	667	316	350	-**	-**	316	350
I definitely wouldn't	255	106	149	101	77	77	154	101	123	132	224	15	12	4	-	255	131	124	-	-	131	124
	38%	37%	39%	34%	37%	47% <sup>sd</sup>	38%	39%	34%	43% <sup>sd</sup>	38%	36%	36%	50%	-	38%	41%	35%	-	-	41%	35%
I probably wouldn't	284	118	166	130	90	64	180	104	160	124	244	21	17	2	-	284	137	146	-	-	137	146
	43%	41%	44%	44%	43%	39%	44%	40%	45%	40%	42%	50%	52%	25%	-	43%	43%	42%	-	-	43%	42%
I possibly would/possibly wouldn't	79	40	39	40	24	15	42	37	44	35	72	3	3	1	-	79	29	50	-	-	29	50
	12%	14%	10%	14%	11%	9%	10%	14%	12%	11%	12%	7%	9%	13%	-	12%	9%	14% <sup>sp</sup>	-	-	9%	14% <sup>sp</sup>
I probably would	32	12	20	19	8	5	20	12	19	13	27	3	1	1	-	32	11	21	-	-	11	21
	5%	4%	5%	6%	4%	3%	5%	5%	5%	4%	5%	7%	3%	13%	-	5%	3%	6%	-	-	3%	6%
I definitely would	17	10	7	5	10	2	11	6	12	5	17	-	-	-	-	17	8	9	-	-	8	9
	3%	3%	2%	2%	5% <sup>sd</sup>	1%	3%	2%	3%	2%	3%	-	-	-	-	3%	3%	3%	-	-	3%	3%
NET: Would	49	22	27	24	18	7	31	18	31	18	44	3	1	1	-	49	19	30	-	-	19	30
	7%	8%	7%	8%	9%	4%	8%	7%	9%	6%	8%	7%	3%	13%	-	7%	6%	9%	-	-	6%	9%
NET: Would/might	128	62	66	64	42	22	73	55	75	53	116	6	4	2	-	128	48	80	-	-	48	80
	19%	22%	17%	22% <sup>sd</sup>	20%	13%	18%	21%	21%	17%	20%	14%	12%	25%	-	19%	15%	23% <sup>sp</sup>	-	-	15%	23% <sup>sp</sup>
NET: Wouldn't	539	224	315	231	167	141	334	205	283	256	468	36	29	6	-	539	268	270	-	-	268	270
	81%	78%	83%	78%	80%	67% <sup>sd</sup>	82%	79%	79%	83%	80%	86%	88%	75%	-	81%	85% <sup>sd</sup>	77%	-	-	85% <sup>sd</sup>	77%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 156

QF3A: You said you [would][might] switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	667	-**	464	61*	33*	106	188	300	116	40*	44*	211	226	-*	313	-**	347
I definitely wouldn't	255	-	172	24	11	38	69	110	38	17	18	79	85	-	114	-	126
	38%	-	37%	39%	33%	36%	37%	37%	33%	43%	41%	37%	38%	-	36%	-	36%
I probably wouldn't	284	-	205	20	14	57	72	132	56	15	16	96	101	-	132	-	147
	43%	-	44%	33%	42%	54%	38%	44%	48%	38%	36%	45%	45%	-	42%	-	42%
I possibly would/possibly wouldn't	79	-	54	11	2	8	27	30	16	4	5	22	24	-	40	-	43
	12%	-	12%	18%	6%	8%	14%	10%	14%	10%	11%	10%	11%	-	13%	-	12%
I probably would	32	-	20	2	3	2	11	19	5	2	2	10	10	-	18	-	21
	5%	-	4%	3%	9%	2%	6%	6%	4%	5%	5%	5%	4%	-	6%	-	6%
I definitely would	17	-	13	4	3	1	9	9	1	2	3	4	6	-	9	-	10
	3%	-	3%	7%	9%	1%	5%	3%	1%	5%	7%	2%	3%	-	3%	-	3%
NET: Would	49	-	33	6	6	3	20	28	6	4	5	14	16	-	27	-	31
	7%	-	7%	10%	18%	3%	11%	9%	5%	10%	11%	7%	7%	-	9%	-	9%
NET: Would/might	128	-	87	17	8	11	47	58	22	8	10	36	40	-	67	-	74
	19%	-	19%	28%	24%	10%	25%	19%	19%	20%	23%	17%	18%	-	21%	-	21%
NET: Wouldn't	539	-	377	44	25	95	141	242	94	32	34	175	186	-	246	-	273
	81%	-	81%	72%	76%	90%	75%	81%	81%	80%	77%	83%	82%	-	79%	-	79%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 157

QF3B You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All C&R would not take up Auto-Switch SMS/Online at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	134	62*	72*	62*	42*	30*	83*	51*	70*	64*	121	8**	4**	1**	-**	134	69*	65*	-**	-**	69*	65*
Because I should not have to pay anything for this option	82	36	46	35	26	21	49	33	42	40	76	4	2	-	-	82	46	36	-	-	46	36
	61%	58%	64%	56%	62%	70%	59%	65%	60%	63%	63%	50%	50%	-	61%	67%	67%	55%	-	-	67%	55%
Because it's not worth paying extra for	57	27	30	28	14	15	33	24	30	27	48	4	4	1	-	57	26	31	-	-	26	31
	43%	44%	42%	45%	33%	50%	40%	47%	43%	42%	40%	50%	100%	100%	-	43%	38%	48%	-	-	38%	48%
Other (please type in)	12	8	4	3	4	5	10	2	6	6	10	2	-	-	-	12	9	3	-	-	9	3
	9%	13%	6%	5%	10%	17%	12%	4%	9%	9%	8%	25%	-	-	-	9%	13%	5%	-	-	13%	5%
Don't know	3	3	-	2	1	-	2	1	3	-	3	-	-	-	-	3	-	3	-	-	-	3
	2%	5%	-	3%	2%	-	2%	2%	4%	-	2%	-	-	-	-	2%	-	5%	-	-	-	5%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 158

QF3B You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All C&R would not take up Auto-Switch SMS/Online at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	134	-**	97*	12**	5**	24**	35*	64*	19**	9*	9*	42*	44*	-*	59*	-**	64*
Because I should not have to pay anything for this option	82	-	58	4	4	16	22	41	10	5	5	27	28	-	36	-	38
	61%	-	60%	33%	80%	67%	63%	64%	53%	56%	56%	64%	64%	-	61%	-	59%
Because it's not worth paying extra for	57	-	45	7	1	10	16	32	7	3	3	18	18	-	25	-	27
Other (please type in)	43%	-	46%	58%	20%	42%	46%	50%	37%	33%	33%	43%	41%	-	42%	-	42%
	12	-	9	1	-	1	2	3	2	1	1	3	3	-	4	-	4
	9%	-	9%	8%	-	4%	6%	5%	11%	11%	11%	7%	7%	-	7%	-	6%
Don't know	3	-	2	1	-	-	-	1	1	1	1	-	1	-	2	-	3
	2%	-	2%	8%	-	-	-	2%	5%	11%	11%	-	2%	-	3%	-	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\*small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 159

QF3E: Would you prefer to request a code by texting a free number or through your online account with your current provider?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	691	296 395	308 218 165	421 270	368 323	605 43* 35* 8**	-** 691	331 359	-**	-**	331 359										
Texting a free number	248	95 153	123 71 54	153 95	140 108	215 16 14 3	- 248	112 135	-	-	112 135										
	36%	32% 39%	40% 33% 33%	36% 35%	38% 33%	36% 37% 40% 38%	- 36%	34% 38%	-	-	34% 38%										
Free through your online account with your current provider	182	85 97	80 53 49	123 59	89 93	162 10 9 1	- 182	93 89	-	-	93 89										
	26%	29% 25%	26% 24% 30%	29%	24% 29%	27% 23% 26% 13%	- 26%	28% 25%	-	-	28% 25%										
Both equally	230	93 137	96 80 54	131 99	122 108	197 17 12 4	- 230	111 119	-	-	111 119										
	33%	31% 35%	31% 37% 33%	31% 37%	33% 33%	33% 40% 34% 50%	- 33%	34% 33%	-	-	34% 33%										
Don't know	31	23 8	9 14 8	14 17	17 14	31 - - -	- 31	15 16	-	-	15 16										
	4%	8% 2%	3% 6% 5%	3% 6%	5% 4%	5% - - -	- 4%	5% 4%	-	-	5% 4%										

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 160

QF3E: Would you prefer to request a code by texting a free number or through your online account with your current provider?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	<b>691</b>	-**	482	64*	33*	107	194	313	119	40*	44*	213	228	-*	319	-**	354
Texting a free number	<b>248</b>	-	169	23	16	40	70	119	43	19	22	90	99	-	132	-	143
	<b>36%</b>	-	35%	36%	48%	37%	36%	38%	36%	48%	50%	42%	43%	-	41%	-	40%
Free through your online account with your current provider	<b>182</b>	-	134	19	4	24	46	83	37	5	5	54	54	-	79	-	91
	<b>26%</b>	-	28%	30%	12%	22%	24%	27%	31%	13%	11%	25%	24%	-	25%	-	26%
Both equally	<b>230</b>	-	154	20	12	40	69	105	38	14	15	66	72	-	101	-	111
	<b>33%</b>	-	32%	31%	36%	37%	36%	34%	32%	35%	34%	31%	32%	-	32%	-	31%
Don't know	<b>31</b>	-	25	2	1	3	9	6	1	2	2	3	3	-	7	-	9
	<b>4%</b>	-	5%	3%	3%	3%	5%	2%	1%	5%	5%	1%	1%	-	2%	-	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\*small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 161

QF3F If this method was available and you used it to switch do you think you would change or keep your phone number?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	691	296	395	308	218	165	421	270	368	323	605	43*	35*	8**	-**	691	331	359	-**	-**	331	359
Definitely would keep my number	214	82	132	87	70	57	141	73	103	111	191	12	10	1	-	214	105	108	-	-	105	108
Probably would keep my number	307	129	178	135	98	74	185	122	169	138	264	21	16	6	-	307	154	153	-	-	154	153
Probably would change number	76	44	32	43	19	14	47	29	38	38	66	4	5	1	-	76	32	44	-	-	32	44
Definitely would change number	24	9	15	11	9	4	17	7	14	10	22	-	2	-	-	24	10	14	-	-	10	14
NET: Would change number	100	53	47	54	28	18	64	36	52	48	88	4	7	1	-	100	42	58	-	-	42	58
NET: Would keep number	521	211	310	222	168	131	326	195	272	249	455	33	26	7	-	521	259	261	-	-	259	261
Don't know	70	32	38	32	22	16	31	39	44	26	62	6	2	-	-	70	30	40	-	-	30	40

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 162

QF3F If this method was available and you used it to switch do you think you would change or keep your phone number?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	691	-**	482	64*	33*	107	194	313	119	40*	44*	213	228	-*	319	-**	354
Definitely would keep my number	214	-	138	22	13	67	44	95	46	16	18	77	84	-	110	-	114
	31%	-	29%	34%	39%	63%	23%	30%	39%	40%	41%	36%	37%	-	34%	-	32%
Probably would keep my number	307	-	218	22	12	31	78	140	50	13	14	78	83	-	127	-	149
	44%	-	45%	34%	36%	29%	40%	45%	42%	33%	32%	37%	36%	-	40%	-	42%
Probably would change number	76	-	62	13	5	5	34	38	16	7	7	27	29	-	40	-	42
	11%	-	13%	20%	15%	5%	18%	12%	13%	18%	16%	13%	13%	-	13%	-	12%
Definitely would change number	24	-	18	5	2	1	15	15	2	2	3	10	11	-	12	-	15
	3%	-	4%	8%	6%	1%	8%	5%	2%	5%	7%	5%	5%	-	4%	-	4%
NET: Would change number	100	-	80	18	7	6	49	53	18	9	10	37	40	-	52	-	57
	14%	-	17%	28%	21%	6%	23%	17%	15%	23%	23%	17%	18%	-	16%	-	16%
NET: Would keep number	521	-	356	44	25	98	122	235	96	29	32	155	167	-	237	-	263
	75%	-	74%	69%	76%	92%	63%	75%	81%	73%	73%	73%	73%	-	74%	-	74%
Don't know	70	-	46	2	1	3	23	25	5	2	2	21	21	-	30	-	34
	10%	-	10%	3%	3%	3%	12%	8%	4%	5%	5%	10%	9%	-	9%	-	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 163

QF4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	691	296	395	308	218	165	421	270	368	323	605	43*	35*	8**	-**	691	331	359	-**	-**	331	359
I definitely wouldn't	87	35	52	32	31	24	59	28	50	37	76	6	5	-	-	87	47	40	-	-	47	40
	13%	12%	13%	10%	14%	15%	14%	10%	14%	11%	13%	14%	14%	-	-	13%	14%	11%	-	-	14%	11%
I probably wouldn't	155	68	87	65	43	47	106	49	90	65	137	11	6	1	-	155	73	82	-	-	73	82
	22%	23%	22%	21%	20%	28% <sup>h</sup>	25% <sup>g</sup>	18%	24%	20%	23%	26%	17%	13%	-	22%	22%	23%	-	-	22%	23%
I possibly would/possibly wouldn't	272	113	159	127	89	56	142	130	136	136	227	18	21	6	-	272	139	133	-	-	139	133
	39%	38%	40%	41%	41%	34%	34%	48% <sup>h</sup>	37%	42%	38%	42%	60% <sup>h</sup>	75%	-	39%	42%	37%	-	-	42%	37%
I probably would	132	54	78	63	41	28	84	48	66	66	123	7	1	1	-	132	56	76	-	-	56	76
	19%	18%	20%	20%	19%	17%	20%	18%	18%	20%	20%	16%	3%	13%	-	19%	17%	21%	-	-	17%	21%
I definitely would	45	26	19	21	14	10	30	15	26	19	42	1	2	-	-	45	16	28	-	-	16	28
	7%	9% <sup>h</sup>	5%	7%	6%	6%	7%	6%	7%	6%	7%	2%	6%	-	-	7%	5%	8%	-	-	5%	8%
NET: Would	177	80	97	84	55	38	114	63	92	85	165	8	3	1	-	177	72	104	-	-	72	104
	26%	27%	25%	27%	25%	23%	27%	23%	25%	26%	27% <sup>h</sup>	19%	9%	13%	-	26%	22%	32% <sup>h</sup>	-	-	22%	32% <sup>h</sup>
NET: Would/might	449	193	256	211	144	94	256	193	228	221	392	26	24	7	-	449	211	237	-	-	211	237
	65%	65%	65%	69% <sup>h</sup>	66%	57%	61%	71% <sup>h</sup>	62%	68%	65%	60%	69%	88%	-	65%	64%	66%	-	-	64%	66%
NET: Wouldn't	242	103	139	97	74	71	165	77	140	102	213	17	11	1	-	242	120	122	-	-	120	122
	35%	35%	35%	31%	34%	43% <sup>h</sup>	38% <sup>h</sup>	29%	38%	32%	35%	40%	31%	13%	-	35%	36%	34%	-	-	36%	34%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 164

QF4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	691	-**	482	64*	33*	107	194	313	119	40*	44*	213	228	-*	319	-**	354
I definitely wouldn't	87	-	61	6	4	17	26	28	18	4	4	28	29	-	34	-	38
	13%	-	13%	9%	12%	16%	13%	9%	15%	10%	9%	13%	13%	-	11%	-	11%
I probably wouldn't	155	-	112	13	5	38	35	79	29	6	7	43	47	-	66	-	72
	22%	-	23%	20%	15%	36%	18%	25%	24%	15%	16%	20%	21%	-	21%	-	20%
I possibly would/possibly wouldn't	272	-	185	18	13	25	75	114	29	14	15	75	77	-	118	-	132
	39%	-	38%	28%	39%	23%	39%	36%	24%	35%	34%	35%	34%	-	37%	-	37%
I probably would	132	-	88	20	8	20	41	70	31	12	12	55	59	-	78	-	86
	19%	-	18%	31%	24%	19%	21%	22%	26%	30%	27%	26%	26%	-	24%	-	24%
I definitely would	45	-	36	7	3	7	17	22	12	4	6	12	16	-	23	-	26
	7%	-	7%	11%	9%	7%	9%	7%	10%	10%	14%	6%	7%	-	7%	-	7%
NET: Would	177	-	124	27	11	27	58	92	43	16	18	67	75	-	101	-	112
	26%	-	26%	42%	33%	25%	30%	29%	36%	40%	41%	31%	33%	-	32%	-	32%
NET: Would/might	449	-	309	45	24	52	133	206	72	30	33	142	152	-	219	-	244
	65%	-	64%	70%	73%	49%	69%	66%	61%	75%	75%	67%	67%	-	69%	-	69%
NET: Wouldn't	242	-	173	19	9	55	61	107	47	10	11	71	76	-	100	-	110
	35%	-	36%	30%	27%	51%	31%	34%	39%	25%	25%	33%	33%	-	31%	-	31%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 165

QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would/might take up Auto-Switch SMS/Online and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	449	193	256	211	144	94*	256	193	228	221	392	26**	24**	7**	-**	449	211	237	-**	-**	211	237
To check that my service had been cancelled	150	54	96	72	51	27	81	69	74	76	134	7	7	2	-	150	66	84	-	-	66	84
	33%	28%	38%	34%	35%	29%	32%	36%	32%	34%	34%	27%	29%	29%	-	33%	31%	35%	-	-	31%	35%
To check how much my final bill would be	139	56	83	72	42	25	76	63	77	62	119	13	6	1	-	139	53	86	-	-	53	86
	31%	29%	32%	34%	29%	27%	30%	33%	34%	28%	30%	50%	25%	14%	-	31%	25%	36%	-	-	25%	36%
To give notice	117	52	65	51	37	29	69	48	65	52	100	7	7	3	-	117	46	71	-	-	46	71
	26%	27%	25%	24%	26%	31%	27%	25%	29%	24%	26%	27%	29%	43%	-	26%	22%	30%	-	-	22%	30%
To find out if I needed to give them a notice period to leave	94	38	56	45	31	18	50	44	49	45	82	4	7	1	-	94	41	53	-	-	41	53
	21%	20%	22%	21%	22%	19%	20%	23%	21%	20%	21%	15%	29%	14%	-	21%	19%	22%	-	-	19%	22%
To find out when my contract ended	94	34	60	50	32	12	54	40	48	46	83	4	6	1	-	94	43	51	-	-	43	51
	21%	18%	23%	24%	22%	13%	21%	21%	21%	21%	21%	15%	25%	14%	-	21%	20%	22%	-	-	20%	22%
To negotiate a better deal	92	46	46	46	31	15	54	38	56	36	81	6	3	2	-	92	36	56	-	-	36	56
	20%	24%	18%	22%	22%	16%	21%	20%	25%	16%	21%	23%	13%	29%	-	20%	17%	24%	-	-	17%	24%
To find out about any charges for ending my contract early	92	32	60	48	30	14	51	41	47	45	74	12	5	1	-	92	39	53	-	-	39	53
	20%	17%	23%	23%	21%	15%	20%	21%	21%	20%	19%	46%	21%	14%	-	20%	18%	22%	-	-	18%	22%
To arrange the 'stop date'	92	37	55	47	25	20	55	37	50	42	80	4	6	2	-	92	45	47	-	-	45	47
	20%	19%	21%	22%	17%	21%	21%	19%	22%	19%	20%	15%	25%	29%	-	20%	21%	20%	-	-	21%	20%
To find out what I needed to do to change provider	53	18	35	21	19	13	32	21	28	25	50	-	2	1	-	53	26	27	-	-	26	27
	12%	9%	14%	10%	13%	14%	13%	11%	12%	11%	13%	-	8%	14%	-	12%	12%	11%	-	-	12%	11%
To talk about their products and services	31	15	16	18	11	2	17	14	25	6	29	1	1	-	-	31	13	18	-	-	13	18
	7%	8%	6%	9%	8%	2%	7%	7%	11%	3%	7%	4%	4%	-	-	7%	6%	8%	-	-	6%	8%
To obtain information about my contract e.g. my usage patterns/spend	23	10	13	15	7	1	12	11	16	7	22	-	1	-	-	23	12	11	-	-	12	11
	5%	5%	5%	7%	5%	1%	5%	6%	7%	3%	6%	-	4%	-	-	5%	6%	5%	-	-	6%	5%
Other (please type in)	8	5	3	-	2	6	7	1	2	6	7	1	-	-	-	8	3	5	-	-	3	5
	2%	3%	1%	-	1%	8%	3%	1%	1%	3%	2%	4%	-	-	-	2%	1%	2%	-	-	1%	2%
Don't know/don't recall	61	23	38	28	17	16	24	37	27	34	53	3	4	1	-	61	40	20	-	-	40	20
	14%	12%	15%	13%	12%	17%	9%	19%	12%	15%	14%	12%	17%	14%	-	14%	19%	8%	-	-	19%	8%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 165

QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would/might take up Auto-Switch SMS/Online and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	449	193	256	211	144	94*	256	193	228	221	392	26**	24**	7**	-**	449	211	237	-**	-**	211	237
NET: To give notice/To find out if I needed to give them a notice period to leave	177	80	97	83	55	39	99	78	93	84	152	11	11	3	-	177	77	100	-	-	77	100
	39%	41%	38%	39%	38%	41%	39%	40%	41%	38%	39%	42%	46%	43%	-	39%	36%	42%	-	-	36%	42%
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	279	119	160	133	89	57	160	119	142	137	245	15	15	4	-	279	126	153	-	-	126	153
	62%	62%	63%	63%	62%	61%	63%	62%	62%	62%	63%	58%	63%	57%	-	62%	60%	65%	-	-	60%	65%
NET: All except single mentions of to give notice/to find out if needed to give notice	350	150	200	174	114	62	206	144	185	165	309	19	17	5	-	350	150	200	-	-	150	200
	78%	78%	78%	82%	79%	66%	80%	75%	81%	75%	79%	73%	71%	71%	-	78%	71%	84%	-	-	71%	84%
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	306	132	174	157	97	52	181	125	166	140	266	19	16	5	-	306	128	178	-	-	128	178
	68%	68%	68%	74%	67%	55%	71%	65%	73%	63%	68%	73%	67%	71%	-	68%	61%	75%	-	-	61%	75%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 166

QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would/might take up Auto-Switch SMS/Online and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4B) (h)	
Total	449	**	309	45*	24**	52*	133	206	72*	30*	33*	142	152	-*	219	**	244
To check that my service had been cancelled	150	-	106	17	12	22	39	83	24	12	13	55	59	-	92	-	101
	33%	-	34%	38%	50%	42%	29%	40%	33%	40%	39%	39%	39%	-	42%	-	41%
To check how much my final bill would be	139	-	96	19	7	15	48	72	26	8	10	48	53	-	80	-	91
	31%	-	31%	42%	29%	29%	36%	35%	36%	27%	30%	34%	35%	-	37%	-	37%
To give notice	117	-	85	13	4	15	37	63	20	9	10	42	48	-	74	-	79
	26%	-	28%	29%	17%	29%	28%	31%	28%	30%	30%	30%	32%	-	34%	-	32%
To find out if I needed to give them a notice period to leave	94	-	64	10	4	13	31	47	20	7	8	29	32	-	51	-	56
	21%	-	21%	22%	17%	25%	23%	23%	28%	23%	24%	20%	21%	-	23%	-	23%
To find out when my contract ended	94	-	67	6	6	9	29	50	15	5	7	30	33	-	51	-	56
	21%	-	22%	13%	25%	17%	22%	24%	21%	17%	21%	21%	22%	-	23%	-	23%
To negotiate a better deal	92	-	68	10	5	10	23	49	13	8	9	26	29	-	43	-	49
	20%	-	22%	22%	21%	19%	17%	24%	18%	27%	27%	18%	19%	-	20%	-	20%
To find out about any charges for ending my contract early	92	-	63	5	5	10	28	48	15	5	6	23	26	-	46	-	51
	20%	-	20%	11%	21%	19%	21%	23%	21%	17%	18%	16%	17%	-	21%	-	21%
To arrange the 'stop date'	92	-	65	8	6	11	23	45	17	7	8	31	34	-	50	-	54
	20%	-	21%	18%	25%	21%	17%	22%	24%	23%	24%	22%	22%	-	23%	-	22%
To find out what I needed to do to change provider	53	-	38	9	4	7	14	27	9	7	8	17	21	-	31	-	33
	12%	-	12%	20%	17%	13%	11%	13%	13%	23%	24%	12%	14%	-	14%	-	14%
To talk about their products and services	31	-	26	2	3	4	11	19	5	-	1	9	9	-	18	-	20
	7%	-	8%	4%	13%	8%	8%	9%	7%	-	3%	6%	6%	-	8%	-	8%
To obtain information about my contract e.g. my usage patterns/spend	23	-	15	2	2	3	7	16	3	1	2	9	9	-	15	-	16
	5%	-	5%	4%	8%	6%	5%	8%	4%	3%	6%	6%	6%	-	7%	-	7%
Other (please type in)	8	-	3	1	2	3	2	1	5	1	1	2	3	-	3	-	3
	2%	-	1%	2%	8%	6%	2%	*	7%	3%	3%	1%	2%	-	1%	-	1%
Don't know/don't recall	61	-	40	1	2	5	18	14	2	1	1	9	9	-	13	-	15
	14%	-	13%	2%	8%	10%	14%	7%	3%	3%	3%	6%	6%	-	6%	-	6%
NET: To give notice/To find out if I needed to give them a notice period to leave	177	-	122	19	6	22	54	92	33	12	13	58	65	-	103	-	111
	39%	-	39%	42%	25%	42%	41%	45%	46%	40%	39%	41%	43%	-	47%	-	45%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 166

QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would/might take up Auto-Switch SMS/Online and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	449	**	309	45*	24**	52*	133	206	72*	30*	33*	142	152	-*	219	-**	244
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	279	-	201	30	18	37	81	139	51	22	23	96	104	-	156	-	173
	62%	-	65%	67%	75%	71%	61%	67%	71%	73%	70%	68%	68%	-	71%	-	71%
NET: All except single mentions of to give notice/to find out if needed to give notice	350	-	247	41	18	39	111	177	62	26	29	127	137	-	191	-	213
	78%	-	80%	91%	75%	75%	83%	86%	86%	87%	88%	89%	90%	-	87%	-	87%
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	306	-	214	33	14	34	96	154	55	20	23	110	118	-	169	-	189
	68%	-	69%	73%	58%	65%	72%	75%	76%	67%	70%	77%	78%	-	77%	-	77%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 167

QF6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	<b>691</b>	296	395	308	218	165	421	270	368	323	605	43*	35*	8**	-**	691	331	359	-**	-**	331	359
I would have spent more time speaking to my previous provider	<b>51</b>	25	26	24	18	9	30	21	28	23	44	4	2	1	-	51	22	29	-	-	22	29
	<b>7%</b>	8%	7%	8%	8%	5%	7%	8%	8%	7%	7%	9%	6%	13%	-	7%	7%	8%	-	-	7%	8%
It would not have changed the amount of time I would have spent speaking to my previous provider	<b>160</b>	77	83	66	48	46	103	57	86	74	140	7	12	1	-	160	82	78	-	-	82	78
	<b>23%</b>	26%	21%	21%	22%	28%	24%	21%	23%	23%	23%	16%	34%	13%	-	23%	25%	22%	-	-	25%	22%
I would have spent less time speaking to my previous provider	<b>387</b>	147	240	184	126	77	235	152	212	175	343	23	17	4	-	387	166	221	-	-	166	221
	<b>56%</b>	50%	61%	60%	58%	47%	56%	56%	58%	54%	57%	53%	49%	50%	-	56%	50%	52%	-	-	50%	62%
Don't know	<b>93</b>	47	46	34	26	33	53	40	42	51	78	9	4	2	-	93	61	31	-	-	61	31
	<b>13%</b>	16%	12%	11%	12%	20%	13%	15%	11%	16%	13%	21%	11%	25%	-	13%	18%	9%	-	-	18%	9%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 168

QF6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	691	-**	482	64*	33*	107	194	313	119	40*	44*	213	228	-*	319	-**	354
I would have spent more time speaking to my previous provider	51	-	34	13	2	5	22	24	10	4	5	18	20	-	24	-	28
	7%	-	7%	20%	6%	5%	11%	8%	8%	10%	11%	8%	9%	-	8%	-	8%
It would not have changed the amount of time I would have spent speaking to my previous provider	160	-	115	15	5	21	45	81	24	10	10	38	42	-	64	-	70
	23%	-	24%	23%	15%	20%	23%	26%	20%	25%	23%	18%	18%	-	20%	-	20%
I would have spent less time speaking to my previous provider	387	-	274	32	25	71	102	183	82	24	26	139	147	-	204	-	227
	56%	-	57%	50%	76%	66%	53%	58%	69%	60%	59%	65%	64%	-	64%	-	64%
Don't know	93	-	59	4	1	10	25	25	3	2	3	18	19	-	27	-	29
	13%	-	12%	6%	3%	9%	13%	8%	3%	5%	7%	8%	8%	-	8%	-	8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 169

QG1: How likely would you be to use this method, rather than the way you switched last time you switched?

Base : All C&R Switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	758	336	422	329	239	190	455	303	399	359	663	49*	36*	9**	-**	758	366	390	-**	-**	366	390
I definitely wouldn't	23 3%	12 4%	11 3%	6 2%	9 4%	8 4%	11 2%	12 4%	8 2%	15 4%	22 3%	-	-	-	-	23	15	8	-	-	15	8
I probably wouldn't	70 9%	35 10%	35 8%	37 11%	20 8%	13 7%	39 9%	31 10%	35 9%	35 10%	63 10%	4 8%	2 6%	1 11%	-	70	36	34	-	-	36	34
I possibly would/possibly wouldn't	227 30%	97 29%	130 31%	87 26%	80 33%	60 32%	135 30%	92 30%	123 31%	104 29%	194 29%	17 35%	13 36%	3 33%	-	227	121	106	-	-	121	106
I probably would	277 37%	118 35%	159 38%	127 39%	81 34%	69 36%	169 37%	108 36%	150 38%	127 35%	239 36%	19 39%	15 42%	4 44%	-	277	134	142	-	-	134	142
I definitely would	161 21%	74 22%	87 21%	72 22%	49 21%	40 21%	101 22%	60 20%	83 21%	78 22%	145 22%	9 18%	6 17%	1 11%	-	161	60	100	-	-	60	100
NET: Would	438 58%	192 57%	246 58%	199 60%	130 54%	109 57%	270 59%	168 55%	233 58%	205 57%	384 58%	28 57%	21 58%	5 56%	-	438	194	242	-	-	194	242
NET: Would/might	665 88%	289 86%	376 89%	286 87%	210 88%	169 89%	405 89%	260 86%	356 89%	309 86%	578 87%	45 92%	34 94%	8 89%	-	665	315	348	-	-	315	348
NET: Wouldn't	93 12%	47 14%	46 11%	43 13%	29 12%	21 11%	50 11%	43 14%	43 11%	50 14%	85 13%	4 8%	2 6%	1 11%	-	93	51	42	-	-	51	42

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 170

QG1: How likely would you be to use this method, rather than the way you switched last time you switched?

Base : All C&R Switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	758	**	535	67*	33*	112	220	340	129	43*	47*	236	252	*	347	**	385
I definitely wouldn't	23	-	18	3	-	2	6	5	3	-	-	3	4	-	8	-	9
	3%	-	3%	4%	-	2%	3%	1%	2%	-	-	1%	2%	-	2%	-	2%
I probably wouldn't	70	-	51	4	1	10	20	32	11	2	2	23	25	-	34	-	36
	9%	-	10%	6%	3%	9%	9%	9%	9%	5%	4%	10%	10%	-	10%	-	9%
I possibly would/possibly wouldn't	227	-	151	20	7	29	67	91	34	11	13	59	62	-	88	-	99
	30%	-	28%	30%	21%	26%	30%	27%	26%	26%	28%	25%	25%	-	25%	-	26%
I probably would	277	-	198	20	11	44	74	140	46	15	15	93	98	-	134	-	152
	37%	-	37%	30%	33%	39%	34%	41%	36%	35%	32%	39%	39%	-	39%	-	39%
I definitely would	161	-	117	20	14	27	53	72	35	15	17	58	63	-	83	-	89
	21%	-	22%	30%	42%	24%	24%	21%	27%	35%	36%	25%	25%	-	24%	-	23%
NET: Would	438	-	315	40	25	71	127	212	81	30	32	151	161	-	217	-	241
	58%	-	59%	60%	76%	63%	58%	62%	63%	70%	68%	64%	64%	-	63%	-	63%
NET: Would/might	665	-	466	60	32	100	194	303	115	41	45	210	223	-	305	-	340
	88%	-	87%	90%	97%	89%	88%	89%	89%	95%	96%	89%	88%	-	88%	-	88%
NET: Wouldn't	93	-	69	7	1	12	26	37	14	2	2	26	29	-	42	-	45
	12%	-	13%	10%	3%	11%	12%	11%	11%	5%	4%	11%	12%	-	12%	-	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 171

QG3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	648	278	370	276	205	167	395	253	346	302	564	42*	34*	8**	-**	648	307	339	-**	-**	307	339
I definitely wouldn't	62	27	35	26	17	19	35	27	28	34	52	6	3	1	-	62	39	23	-	-	39	23
	10%	10%	9%	9%	8%	11%	9%	11%	8%	11%	9%	14%	9%	13%	-	10%	13% <sup>u</sup>	7%	-	-	13% <sup>u</sup>	7%
I probably wouldn't	58	27	31	25	18	15	36	22	35	23	54	4	-	-	-	58	28	30	-	-	28	30
	9%	10%	8%	9%	9%	9%	9%	9%	10%	8%	10%	10%	-	-	-	9%	9%	9%	-	-	9%	9%
I possibly would/possibly wouldn't	145	61	84	56	51	38	86	59	85	60	127	9	7	2	-	145	78	67	-	-	78	67
	22%	22%	23%	20%	25%	23%	22%	23%	25%	20%	23%	21%	21%	25%	-	22%	25%	20%	-	-	25%	20%
I probably would	178	75	103	85	53	40	114	64	86	92	151	15	9	3	-	178	79	99	-	-	79	99
	27%	27%	28%	31%	26%	24%	29%	25%	25%	30%	27%	36%	26%	38%	-	27%	26%	29%	-	-	26%	29%
I definitely would	205	88	117	84	66	55	124	81	112	93	180	8	15	2	-	205	83	120	-	-	83	120
	32%	32%	32%	30%	32%	33%	31%	32%	32%	31%	32%	19%	44% <sup>u</sup>	25%	-	32%	27%	35% <sup>u</sup>	-	-	27%	35% <sup>u</sup>
NET: Would	383	163	220	169	119	95	238	145	198	185	331	23	24	5	-	383	162	219	-	-	162	219
	59%	59%	59%	61%	58%	57%	60%	57%	57%	61%	59%	55%	71%	63%	-	59%	53%	65% <sup>u</sup>	-	-	53%	65% <sup>u</sup>
NET: Would/might	528	224	304	225	170	133	324	204	283	245	458	32	31	7	-	528	240	286	-	-	240	286
	81%	81%	82%	82%	83%	80%	82%	81%	82%	81%	81%	76%	91%	88%	-	81%	78%	84% <sup>u</sup>	-	-	78%	84% <sup>u</sup>
NET: Wouldn't	120	54	66	51	35	34	71	49	63	57	106	10	3	1	-	120	67	53	-	-	67	53
	19%	19%	18%	18%	17%	20%	18%	19%	18%	19%	19%	24%	9%	13%	-	19%	22% <sup>u</sup>	16%	-	-	22% <sup>u</sup>	16%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 172

QG3A: You said you [would][might] use this method of switching if it was available. If, instead of being free, there had been a charge to use this method of [50p] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	648	-**	453	58*	31*	96*	188	291	114	40*	44*	202	214	-*	294	-**	329
I definitely wouldn't	62	-	44	6	-	9	20	26	10	2	2	17	18	-	23	-	28
	10%	-	10%	10%	-	9%	11%	9%	9%	5%	5%	8%	8%	-	8%	-	9%
I probably wouldn't	58	-	38	5	4	10	18	29	8	6	6	22	23	-	30	-	32
	9%	-	8%	9%	13%	10%	10%	10%	7%	15%	14%	11%	11%	-	10%	-	10%
I possibly would/possibly wouldn't	145	-	95	13	1	18	35	51	18	6	7	34	35	-	55	-	60
	22%	-	21%	22% <sup>d</sup>	3%	19%	19%	18%	16%	15%	16%	17%	16%	-	19%	-	18%
I probably would	178	-	126	12	7	24	53	82	35	7	7	53	57	-	81	-	93
	27%	-	28%	21%	23%	25%	28%	28%	31%	18%	16%	26%	27%	-	28%	-	28%
I definitely would	205	-	150	22	19	35	62	103	43	19	22	76	81	-	105	-	116
	32%	-	33%	38%	61% <sup>d</sup>	36%	33%	35%	38%	48%	50%	38%	38%	-	36%	-	35%
NET: Would	383	-	276	34	26	59	115	185	78	26	29	129	138	-	186	-	209
	59%	-	61%	59%	84% <sup>d</sup>	61%	61%	64%	68%	65%	66%	64%	64%	-	63%	-	64%
NET: Would/might	528	-	371	47	27	77	150	236	96	32	36	163	173	-	241	-	269
	81%	-	82%	81%	87%	80%	80%	81%	84%	80%	82%	81%	81%	-	82%	-	82%
NET: Wouldn't	120	-	82	11	4	19	38	55	18	8	8	39	41	-	53	-	60
	19%	-	18%	19%	13%	20%	20%	19%	16%	20%	18%	19%	19%	-	18%	-	18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 173

QG3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	648	278	370	276	205	167	395	253	346	302	564	42*	34*	8**	-**	648	307	339	-**	-**	307	339
I definitely wouldn't	78	34	44	37	20	21	43	35	37	41	64	9	4	1	-	78	46	32	-	-	46	32
	12%	12%	12%	13%	10%	13%	11%	14%	11%	14%	11%	21%	12%	13%	-	12%	15%	9%	-	-	15%	9%
I probably wouldn't	108	48	60	48	30	30	67	41	57	51	98	7	3	-	-	108	53	55	-	-	53	55
	17%	17%	16%	17%	15%	18%	17%	16%	16%	17%	17%	17%	9%	-	-	17%	17%	16%	-	-	17%	16%
I possibly would/possibly wouldn't	155	68	87	57	60	38	93	62	88	67	138	10	4	3	-	155	85	70	-	-	85	70
	24%	24%	24%	21%	29%	23%	24%	25%	25%	22%	24%	24%	12%	38%	-	24%	29%	21%	-	-	28%	21%
I probably would	175	74	101	80	52	43	114	61	90	85	148	11	13	3	-	175	77	98	-	-	77	98
	27%	27%	27%	29%	25%	26%	29%	24%	26%	28%	26%	26%	38%	38%	-	27%	25%	29%	-	-	25%	29%
I definitely would	132	54	78	54	43	35	78	54	74	58	116	5	10	1	-	132	46	84	-	-	46	84
	20%	19%	21%	20%	21%	21%	20%	21%	21%	19%	21%	12%	29%	13%	-	20%	15%	25%	-	-	15%	25%
NET: Would	307	128	179	134	95	78	192	115	164	143	264	16	23	4	-	307	123	182	-	-	123	182
	47%	46%	48%	49%	46%	47%	49%	45%	47%	47%	47%	38%	68%	50%	-	47%	40%	53%	-	-	40%	53%
NET: Would/might	462	196	266	191	155	116	285	177	252	210	402	26	27	7	-	462	208	252	-	-	208	252
	71%	71%	72%	69%	76%	69%	72%	70%	73%	70%	71%	62%	79%	88%	-	71%	68%	74%	-	-	68%	74%
NET: Wouldn't	186	82	104	85	50	51	110	76	94	92	162	16	7	1	-	186	99	87	-	-	99	87
	29%	29%	28%	31%	24%	31%	28%	30%	27%	30%	29%	38%	21%	13%	-	29%	32%	26%	-	-	32%	26%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 174

QG3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	648	-**	453	58*	31*	96*	188	291	114	40*	44*	202	214	-*	294	-**	329
I definitely wouldn't	78	-	54	6	-	10	29	32	12	2	2	22	23	-	30	-	35
	12%	-	12%	10%	-	10%	15%	11%	11%	5%	5%	11%	11%	-	10%	-	11%
I probably wouldn't	108	-	73	8	5	21	25	46	15	8	9	32	33	-	50	-	54
	17%	-	16%	14%	16%	22%	13%	16%	13%	20%	20%	16%	15%	-	17%	-	16%
I possibly would/possibly wouldn't	155	-	100	15	4	15	40	61	22	8	8	39	40	-	58	-	65
	24%	-	22%	26%	13%	16%	21%	21%	19%	20%	18%	19%	19%	-	20%	-	20%
I probably would	175	-	131	13	8	29	49	85	31	10	10	58	63	-	82	-	93
	27%	-	29%	22%	26%	30%	26%	29%	27%	25%	23%	29%	29%	-	28%	-	28%
I definitely would	132	-	95	16	14	21	45	67	34	12	15	51	55	-	74	-	82
	20%	-	21%	28%	45%	22%	24%	23%	30%	30%	34%	25%	26%	-	25%	-	25%
NET: Would	307	-	226	29	22	50	94	152	65	22	25	109	118	-	156	-	175
	47%	-	50%	50%	71%	52%	50%	52%	57%	55%	57%	54%	55%	-	53%	-	53%
NET: Would/might	462	-	326	44	26	65	134	213	87	30	33	148	158	-	214	-	240
	71%	-	72%	76%	84%	68%	71%	73%	76%	75%	75%	73%	74%	-	73%	-	73%
NET: Wouldn't	186	-	127	14	5	31	54	78	27	10	11	54	56	-	80	-	89
	29%	-	28%	24%	16%	32%	29%	27%	24%	25%	25%	27%	26%	-	27%	-	27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 175

QG3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	648	278	370	276	205	167	395	253	346	302	564	42*	34*	8**	-**	648	307	339	-**	-**	307	339
I definitely wouldn't	114	44	70	51	34	29	60	54	56	58	96	11	5	2	-	114	64	50	-	-	64	50
	18%	16%	19%	18%	17%	17%	15%	21%	16%	19%	17%	26%	15%	25%	-	18%	21%	15%	-	-	21%	15%
I probably wouldn't	162	75	87	63	54	45	108	54	85	77	147	11	4	-	-	162	89	73	-	-	89	73
	25%	27%	24%	23%	26%	27%	27%	21%	25%	25%	26%	26%	12%	-	-	25%	29%	22%	-	-	29%	22%
I possibly would/possibly wouldn't	163	69	94	74	46	43	106	57	89	74	139	8	12	4	-	163	74	89	-	-	74	89
	25%	25%	25%	27%	22%	26%	27%	23%	26%	25%	25%	19%	35%	50%	-	25%	24%	26%	-	-	24%	26%
I probably would	143	57	86	64	45	34	84	59	78	65	122	9	10	2	-	143	59	83	-	-	59	83
	22%	21%	23%	23%	22%	20%	21%	23%	23%	22%	22%	21%	29%	25%	-	22%	19%	24%	-	-	19%	24%
I definitely would	66	33	33	24	26	16	37	29	38	28	60	3	3	-	-	66	21	44	-	-	21	44
	10%	12%	9%	9%	13%	10%	9%	11%	11%	9%	11%	7%	9%	-	-	10%	7%	13%	-	-	7%	13%
NET: Would	209	90	119	88	71	50	121	88	116	93	182	12	13	2	-	209	80	127	-	-	80	127
	32%	32%	32%	32%	35%	30%	31%	35%	34%	31%	32%	29%	38%	25%	-	32%	26%	37%	-	-	26%	37%
NET: Would/might	372	159	213	162	117	93	227	145	205	167	321	20	25	6	-	372	154	216	-	-	154	216
	57%	57%	58%	59%	57%	56%	57%	57%	59%	55%	57%	48%	74%	75%	-	57%	50%	64%	-	-	50%	64%
NET: Wouldn't	276	119	157	114	88	74	168	108	141	135	243	22	9	2	-	276	153	123	-	-	153	123
	43%	43%	42%	41%	43%	44%	43%	43%	41%	45%	43%	32%	26%	25%	-	43%	50%	36%	-	-	50%	36%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 176

QG3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	648	-**	453	58*	31*	96*	188	291	114	40*	44*	202	214	-*	294	-**	329
I definitely wouldn't	114	-	80	9	2	16	36	45	17	6	6	32	34	-	43	-	49
	18%	-	18%	16%	6%	17%	19%	15%	15%	15%	14%	16%	16%	-	15%	-	15%
I probably wouldn't	162	-	108	12	8	29	40	75	25	11	12	48	49	-	73	-	79
	25%	-	24%	21%	26%	30%	21%	26%	22%	28%	27%	24%	23%	-	25%	-	24%
I possibly would/possibly wouldn't	163	-	112	15	4	23	42	66	24	8	8	49	52	-	71	-	82
	25%	-	25%	26%	13%	24%	22%	23%	21%	20%	18%	24%	24%	-	24%	-	25%
I probably would	143	-	105	9	7	18	43	70	32	6	6	48	51	-	68	-	75
	22%	-	23%	16%	23%	19%	23%	24%	28%	15%	14%	24%	24%	-	23%	-	23%
I definitely would	66	-	48	13	10	10	27	35	16	9	12	25	28	-	39	-	44
	10%	-	11%	22%	32%	10%	14%	12%	14%	23%	27%	12%	13%	-	13%	-	13%
NET: Would	209	-	153	22	17	28	70	105	48	15	18	73	79	-	107	-	119
	32%	-	34%	38%	55%	29%	37%	36%	42%	38%	41%	36%	37%	-	36%	-	36%
NET: Would/might	372	-	265	37	21	51	112	171	72	23	26	122	131	-	178	-	201
	57%	-	58%	64%	68%	53%	60%	59%	63%	58%	59%	60%	61%	-	61%	-	61%
NET: Wouldn't	276	-	188	21	10	45	76	120	42	17	18	80	83	-	116	-	128
	43%	-	42%	36%	32%	47%	40%	41%	37%	43%	41%	40%	39%	-	39%	-	39%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 177

QG3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	648	278	370	276	205	167	395	253	346	302	564	42*	34*	8**	-**	648	307	339	-**	-**	307	339
I definitely wouldn't	188	77	111	80	58	50	108	80	94	94	161	16	7	4	-	188	99	89	-	-	99	89
	29%	28%	30%	29%	28%	30%	27%	32%	27%	31%	29%	38%	21%	50%	-	29%	32%	26%	-	-	32%	26%
I probably wouldn't	239	97	142	102	75	62	155	84	127	112	215	16	8	-	-	239	115	123	-	-	115	123
	37%	35%	38%	37%	37%	37%	39%	33%	37%	37%	38%	38%	24%	-	-	37%	37%	36%	-	-	37%	36%
I possibly would/possibly wouldn't	127	53	74	53	41	33	79	48	68	59	105	5	15	2	-	127	58	68	-	-	58	68
	20%	19%	20%	19%	20%	20%	20%	19%	20%	20%	19%	12%	44%	25%	-	20%	19%	20%	-	-	19%	20%
I probably would	65	34	31	31	17	17	34	31	36	29	56	4	3	2	-	65	26	39	-	-	26	39
	10%	12%	8%	11%	8%	10%	9%	12%	10%	10%	10%	10%	9%	25%	-	10%	8%	12%	-	-	8%	12%
I definitely would	29	17	12	10	14	5	19	10	21	8	27	1	1	-	-	29	9	20	-	-	9	20
	4%	6%	3%	4%	7%	3%	5%	4%	6%	3%	5%	2%	3%	-	-	4%	3%	6%	-	-	3%	6%
NET: Would	94	51	43	41	31	22	53	41	57	37	83	5	4	2	-	94	35	59	-	-	35	59
	15%	18%	12%	15%	15%	13%	13%	16%	16%	12%	15%	12%	12%	25%	-	15%	11%	17%	-	-	11%	17%
NET: Would/might	221	104	117	94	72	55	132	89	125	96	188	10	19	4	-	221	93	127	-	-	93	127
	34%	37%	32%	34%	35%	33%	33%	35%	36%	32%	33%	24%	56%	50%	-	34%	30%	37%	-	-	30%	37%
NET: Wouldn't	427	174	253	182	133	112	263	164	221	206	376	32	15	4	-	427	214	212	-	-	214	212
	66%	63%	68%	66%	65%	67%	67%	65%	64%	68%	67%	76%	44%	50%	-	66%	70%	63%	-	-	70%	63%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 178

QG3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	648	-**	453	58*	31*	96*	188	291	114	40*	44*	202	214	-*	294	-**	329
I definitely wouldn't	188	-	133	15	6	27	58	76	27	11	12	53	57	-	74	-	84
	29%	-	29%	26%	19%	28%	31%	26%	24%	28%	27%	26%	27%	-	25%	-	26%
I probably wouldn't	239	-	163	14	10	42	54	107	44	13	13	78	81	-	112	-	125
	37%	-	36%	24%	32%	44%	29%	37%	39%	33%	30%	39%	38%	-	38%	-	38%
I possibly would/possibly wouldn't	127	-	86	15	4	18	38	56	20	6	7	39	41	-	58	-	62
	20%	-	19%	26%	13%	19%	20%	19%	18%	15%	16%	19%	19%	-	20%	-	19%
I probably would	65	-	47	7	6	8	24	36	18	6	7	24	26	-	34	-	40
	10%	-	10%	12%	19%	8%	13%	12%	16%	15%	16%	12%	12%	-	12%	-	12%
I definitely would	29	-	24	7	5	1	14	16	5	4	5	8	9	-	16	-	18
	4%	-	5%	12%	16%	1%	7%	5%	4%	10%	11%	4%	4%	-	5%	-	5%
NET: Would	94	-	71	14	11	9	38	52	23	10	12	32	35	-	50	-	58
	15%	-	16%	24%	35%	9%	20%	18%	20%	25%	27%	16%	16%	-	17%	-	18%
NET: Would/might	221	-	157	29	15	27	76	108	43	16	19	71	76	-	108	-	120
	34%	-	35%	50%	48%	28%	40%	37%	38%	40%	43%	35%	36%	-	37%	-	36%
NET: Wouldn't	427	-	296	29	16	69	112	183	71	24	25	131	138	-	186	-	209
	66%	-	65%	50%	52%	72%	60%	63%	62%	60%	57%	65%	64%	-	63%	-	64%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 179

QG3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	648	278	370	276	205	167	395	253	346	302	564	42*	34*	8**	-**	648	307	339	-**	-**	307	339
I definitely wouldn't	284	108	176	115	88	81	169	115	139	145	243	20	15	6	-	284	142	142	-	-	142	142
	44%	39%	46% <sup>ab</sup>	42%	43%	49%	43%	45%	40%	48% <sup>ab</sup>	43%	48%	44%	75%	-	44%	46%	42%	-	-	46%	42%
I probably wouldn't	231	97	134	97	74	60	150	81	126	105	201	17	13	-	-	231	112	117	-	-	112	117
	36%	35%	36%	35%	36%	36%	38%	32%	36%	35%	36%	40%	38%	-	-	36%	36%	35%	-	-	36%	35%
I possibly would/possibly wouldn't	87	49	38	42	26	19	46	41	50	37	78	4	3	2	-	87	33	54	-	-	33	54
	13%	18% <sup>ab</sup>	10%	15%	13%	11%	12%	16%	14%	12%	14%	10%	9%	25%	-	13%	11%	16%	-	-	11%	16%
I probably would	30	14	16	17	7	6	19	11	18	12	26	1	3	-	-	30	16	14	-	-	16	14
	5%	5%	4%	6%	3%	4%	5%	4%	5%	4%	5%	2%	9%	-	-	5%	5%	4%	-	-	5%	4%
I definitely would	16	10	6	5	10	1	11	5	13	3	16	-	-	-	-	16	4	12	-	-	4	12
	2%	4%	2%	2%	5% <sup>ab</sup>	1%	3%	2%	4%	1%	3%	-	-	-	-	2%	1%	4%	-	-	1%	4%
NET: Would	46	24	22	22	17	7	30	16	31	15	42	1	3	-	-	46	20	26	-	-	20	26
	7%	9%	6%	8%	8%	4%	8%	6%	9%	5%	7%	2%	9%	-	-	7%	7%	8%	-	-	7%	8%
NET: Would/might	133	73	60	64	43	26	76	57	81	52	120	5	6	2	-	133	53	80	-	-	53	80
	21%	26% <sup>ab</sup>	16%	23%	21%	16%	19%	23%	23%	17%	21%	12%	18%	25%	-	21%	17%	24% <sup>ab</sup>	-	-	17%	24% <sup>ab</sup>
NET: Wouldn't	515	205	310	212	162	141	319	196	265	250	444	37	28	6	-	515	254	259	-	-	254	259
	79%	74%	64% <sup>ab</sup>	77%	79%	84%	81%	77%	77%	83%	79%	88%	82%	75%	-	79%	63% <sup>ab</sup>	76%	-	-	63% <sup>ab</sup>	76%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 180

QG3A: You said you [would][might] use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	648	-**	453	58*	31*	96*	188	291	114	40*	44*	202	214	-*	294	-**	329
I definitely wouldn't	284	-	198	21	16	52	81	115	49	18	19	82	87	-	116	-	130
	44%	-	44%	36%	52%	54%	43%	40%	43%	45%	43%	41%	41%	-	39%	-	40%
I probably wouldn't	231	-	158	16	5	37	53	110	36	11	11	77	80	-	109	-	121
	36%	-	35%	28%	16%	39%	28%	38%	32%	28%	25%	38%	37%	-	37%	-	37%
I possibly would/possibly wouldn't	87	-	63	14	3	5	34	40	20	6	8	28	31	-	43	-	51
	13%	-	14%	24%	10%	5%	18%	14%	18%	15%	18%	14%	14%	-	15%	-	16%
I probably would	30	-	20	-	4	1	11	14	7	2	2	11	11	-	18	-	18
	5%	-	4%	-	13%	1%	6%	5%	6%	5%	5%	5%	5%	-	6%	-	5%
I definitely would	16	-	14	7	3	1	9	12	2	3	4	4	5	-	8	-	9
	2%	-	3%	12%	10%	1%	5%	4%	2%	8%	9%	2%	2%	-	3%	-	3%
NET: Would	46	-	34	7	7	2	20	26	9	5	6	15	16	-	26	-	27
	7%	-	8%	12%	23%	2%	11%	9%	8%	13%	14%	7%	7%	-	9%	-	8%
NET: Would/might	133	-	97	21	10	7	54	66	29	11	14	43	47	-	69	-	78
	21%	-	21%	36%	32%	7%	29%	23%	25%	28%	32%	21%	22%	-	23%	-	24%
NET: Wouldn't	515	-	356	37	21	89	134	225	85	29	30	159	167	-	225	-	251
	79%	-	79%	64%	68%	93%	71%	77%	75%	73%	68%	79%	78%	-	77%	-	76%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 181

QG3B You said you would not use this method of switching if there was a 50p charge. Why do you say this?

Base : All C&R would not take up GPL at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	120	54*	66*	51*	35*	34*	71*	49*	63*	57*	106	10**	3**	1**	-**	120	67*	53*	-**	-**	67*	53*
Because I should not have to pay anything for this option	67	33	34	26	19	22	38	29	35	32	62	4	1	-	-	67	38	29	-	-	38	29
	56%	61%	52%	51%	54%	65%	54%	59%	56%	56%	58%	40%	33%	-	56%	57%	55%	-	-	57%	55%	
Because it's not worth paying extra for	62	25	37	25	20	17	35	27	31	31	53	5	3	1	-	62	31	31	-	-	31	31
	52%	46%	56%	49%	57%	50%	49%	55%	49%	54%	50%	50%	100%	100%	-	52%	46%	58%	-	-	46%	58%
Other (please type in)	7	4	3	2	3	2	7	-	5	2	6	1	-	-	-	7	5	2	-	-	5	2
	6%	7%	5%	4%	9%	6%	10%	-	8%	4%	6%	10%	-	-	-	6%	7%	4%	-	-	7%	4%
Don't know	2	2	-	1	-	1	-	2	2	-	2	-	-	-	-	2	1	1	-	-	1	1
	2%	4%	-	2%	-	3%	-	4%	3%	-	2%	-	-	-	-	2%	1%	2%	-	-	1%	2%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 182

QG3B You said you would not use this method of switching if there was a 50p charge. Why do you say this?

Base : All C&R would not take up GPL at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	120	-**	82*	11**	4**	19**	38*	55*	18**	8*	8*	39*	41*	-*	53*	-**	60*
Because I should not have to pay anything for this option	67	-	44	5	2	11	23	33	10	6	6	26	28	-	32	-	37
	56%	-	54%	45%	50%	58%	61%	60%	56%	75%	75%	67%	68%	-	60%	-	62%
Because it's not worth paying extra for	62	-	40	7	2	9	21	28	12	3	3	19	20	-	27	-	30
	52%	-	49%	64%	50%	47%	55%	51%	67%	38%	38%	49%	49%	-	51%	-	50%
Other (please type in)	7	-	5	1	-	2	1	2	1	1	1	1	1	-	2	-	2
	6%	-	6%	9%	-	11%	3%	4%	6%	13%	13%	3%	2%	-	4%	-	3%
Don't know	2	-	2	-	-	-	1	1	-	-	-	-	-	-	1	-	1
	2%	-	2%	-	-	-	3%	2%	-	-	-	-	-	-	2%	-	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\*small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 183

QG3E: If this method was available and you used it to switch, do you think you would change or keep your phone number?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	665	289	376	286	210	169	405	260	356	309	578	45*	34*	8**	-**	665	315	348	-**	-**	315	348
Definitely would keep my number	200 30%	79 27%	121 32%	76 27%	65 31%	59 35%	132 33%	68 26%	100 28%	100 32%	175 30%	12 27%	12 35%	1 13%	-	200 30%	93 30%	105 30%	-	-	93 30%	105 30%
Probably would keep my number	277 42%	117 40%	160 43%	110 38%	94 45%	73 43%	167 41%	110 42%	147 41%	130 42%	237 41%	21 47%	13 38%	6 75%	-	277 42%	133 42%	144 41%	-	-	133 42%	144 41%
Probably would change number	76 11%	35 12%	41 11%	48 17% <sup>de</sup>	17 8%	11 7%	50 12%	26 10%	43 12%	33 11%	67 12%	4 9%	4 12%	1 13%	-	76 11%	31 10%	45 13%	-	-	31 10%	45 13%
Definitely would change number	31 5%	16 6%	15 4%	15 5%	11 5%	5 3%	19 5%	12 5%	22 6%	9 3%	29 5%	1 2%	1 3%	-	31 5%	12 4%	19 5%	-	-	12 4%	19 5%	
NET: Would change number	107 16%	51 18%	56 15%	63 22% <sup>de</sup>	28 13%	16 9%	69 17%	38 15%	65 18%	42 14%	96 17%	5 11%	5 15%	1 13%	-	107 16%	43 14%	64 18%	-	-	43 14%	64 18%
NET: Would keep number	477 72%	196 68%	281 75%	186 65%	159 76% <sup>ac</sup>	132 79% <sup>ac</sup>	299 74%	178 68%	247 69%	230 74%	412 71%	33 73%	25 74%	7 88%	-	477 72%	226 72%	249 72%	-	-	226 72%	249 72%
Don't know	81 12%	42 15%	39 10%	37 13%	23 11%	21 12%	37 9%	44 17% <sup>de</sup>	44 12%	37 12%	70 12%	7 16%	4 12%	-	81 12%	46 15%	35 10%	-	-	46 15%	35 10%	

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 184

QG3E: If this method was available and you used it to switch, do you think you would change or keep your phone number?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	665	-**	466	60*	32*	100	194	303	115	41*	45*	210	223	-*	305	-**	340
Definitely would keep my number	200	-	133	18	13	58	43	89	38	16	17	64	68	-	95	-	99
	30%	-	29%	30%	41%	59%	22%	29%	33%	39%	38%	30%	30%	-	31%	-	29%
Probably would keep my number	277	-	197	24	8	31	71	127	49	12	13	86	93	-	125	-	143
	42%	-	42%	40%	25%	31%	37%	42%	43%	29%	29%	41%	42%	-	41%	-	42%
Probably would change number	76	-	58	10	4	6	30	39	15	6	7	28	29	-	41	-	47
	11%	-	12%	17%	13%	6%	15%	13%	13%	15%	16%	13%	13%	-	13%	-	14%
Definitely would change number	31	-	23	4	3	2	19	15	6	2	3	8	9	-	14	-	17
	5%	-	5%	7%	9%	2%	10%	5%	5%	5%	7%	4%	4%	-	5%	-	5%
NET: Would change number	107	-	81	14	7	8	49	54	21	8	10	36	38	-	55	-	64
	16%	-	17%	23%	22%	8%	25%	18%	18%	20%	22%	17%	17%	-	18%	-	19%
NET: Would keep number	477	-	330	42	21	89	114	216	87	28	30	150	161	-	220	-	242
	72%	-	71%	70%	66%	69%	59%	71%	76%	68%	67%	71%	72%	-	72%	-	71%
Don't know	81	-	55	4	4	3	31	33	7	5	5	24	24	-	30	-	34
	12%	-	12%	7%	13%	3%	16%	11%	6%	12%	11%	11%	11%	-	10%	-	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 185

QG4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	665	289	376	286	210	169	405	260	356	309	578	45*	34*	8**	-**	665	315	348	-**	-**	315	348
I definitely wouldn't	124	58	66	51	37	36	77	47	68	56	106	12	6	-	-	124	55	68	-	-	55	68
	19%	20%	18%	18%	18%	21%	19%	18%	19%	18%	18%	27%	18%	-	-	19%	17%	20%	-	-	17%	20%
I probably wouldn't	170	67	103	67	54	49	121	49	87	83	156	6	7	1	-	170	82	88	-	-	82	88
	26%	23%	27%	23%	26%	29%	30%	19%	24%	27%	27%	13%	21%	13%	-	26%	26%	25%	-	-	26%	25%
I possibly would/possibly wouldn't	241	115	126	101	81	59	125	116	129	112	205	16	15	5	-	241	126	114	-	-	126	114
	36%	40%	34%	35%	39%	35%	31%	45%	36%	36%	35%	36%	44%	63%	-	36%	40%	33%	-	-	40%	33%
I probably would	97	33	64	53	29	15	60	37	54	43	80	9	6	2	-	97	38	59	-	-	38	59
	15%	11%	17%	19%	14%	9%	15%	14%	15%	14%	14%	20%	18%	25%	-	15%	12%	17%	-	-	12%	17%
I definitely would	33	16	17	14	9	10	22	11	18	15	31	2	-	-	-	33	14	19	-	-	14	19
	5%	6%	5%	5%	4%	6%	5%	4%	5%	5%	5%	4%	-	-	-	5%	4%	5%	-	-	4%	5%
NET: Would	130	49	81	67	38	25	82	48	72	58	111	11	6	2	-	130	52	78	-	-	52	78
	20%	17%	22%	23%	18%	15%	20%	18%	20%	19%	19%	24%	18%	25%	-	20%	17%	22%	-	-	17%	22%
NET: Would/might	371	164	207	168	119	84	207	164	201	170	316	27	21	7	-	371	178	192	-	-	178	192
	56%	57%	55%	59%	57%	50%	51%	63%	56%	55%	55%	60%	62%	88%	-	56%	57%	55%	-	-	57%	55%
NET: Wouldn't	294	125	169	118	91	85	198	96	155	139	262	18	13	1	-	294	137	156	-	-	137	156
	44%	43%	45%	41%	43%	50%	46%	37%	44%	45%	45%	40%	38%	13%	-	44%	43%	45%	-	-	43%	45%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 186

QG4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	665	-**	466	60*	32*	100	194	303	115	41*	45*	210	223	-*	305	-**	340
I definitely wouldn't	124	-	93	9	9	18	32	53	26	10	11	47	49	-	58	-	63
	19%	-	20%	15%	28%	18%	16%	17%	23%	24%	24%	22%	22%	-	19%	-	19%
I probably wouldn't	170	-	120	14	8	32	50	79	34	10	10	52	58	-	78	-	85
	26%	-	26%	23%	25%	32%	26%	26%	30%	24%	22%	25%	26%	-	26%	-	25%
I possibly would/possibly wouldn't	241	-	163	22	8	28	66	109	26	14	16	67	69	-	97	-	111
	36%	-	35%	37%	25%	28%	34%	35% <b>A</b>	23%	34%	36%	32%	31%	-	32%	-	33%
I probably would	97	-	64	9	3	15	30	44	22	5	5	32	35	-	55	-	63
	15%	-	14%	15%	9%	15%	15%	15%	19%	12%	11%	15%	16%	-	18%	-	19%
I definitely would	33	-	26	6	4	7	16	18	7	2	3	12	12	-	17	-	18
	5%	-	6%	10%	13%	7%	8%	6%	6%	5%	7%	6%	5%	-	6%	-	5%
NET: Would	130	-	90	15	7	22	46	62	29	7	8	44	47	-	72	-	81
	20%	-	19%	25%	22%	22%	24%	20%	25%	17%	18%	21%	21%	-	24%	-	24%
NET: Would/might	371	-	253	37	15	50	112	171	55	21	24	111	116	-	169	-	192
	56%	-	54%	62%	47%	50%	58%	56%	48%	51%	53%	53%	52%	-	55%	-	56%
NET: Wouldn't	294	-	213	23	17	50	82	132	60	20	21	99	107	-	136	-	148
	44%	-	46%	38%	53%	50%	42%	44%	52%	49%	47%	47%	48%	-	45%	-	44%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 187

QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	371	164	207	168	119	84*	207	164	201	170	316	27**	21**	7**	-**	371	178	192	-**	-**	178	192
To check how much my final bill would be	101	46	55	49	32	20	54	47	59	42	88	7	5	1	-	101	39	62	-	-	39	62
To check that my service had been cancelled	90	39	51	38	31	21	52	38	43	47	78	7	3	2	-	90	43	47	-	-	43	47
To give notice	85	44	41	36	24	25	48	37	42	43	70	6	8	1	-	85	40	45	-	-	40	45
To negotiate a better deal	83	47	36	41	30	12	50	33	51	30	63	8	8	4	-	83	32	51	-	-	32	51
To find out when my contract ended	69	26	43	39	21	9	36	33	40	29	58	8	2	1	-	69	32	37	-	-	32	37
To arrange the 'stop date'	61	20	41	32	19	10	36	25	35	26	54	2	4	1	-	61	27	34	-	-	27	34
To find out about any charges for ending my contract early	60	21	39	36	16	8	40	20	35	25	46	11	3	-	-	60	29	31	-	-	29	31
To find out if I needed to give them a notice period to leave	57	19	38	23	18	16	32	25	32	25	48	5	4	-	-	57	24	33	-	-	24	33
To find out what I needed to do to change provider	36	14	22	19	12	5	21	15	19	17	31	1	3	1	-	36	18	18	-	-	18	18
To talk about their products and services	34	14	20	18	13	3	18	16	26	8	30	1	3	-	-	34	13	21	-	-	13	21
To obtain information about my contract e.g. my usage patterns/spend	24	9	15	13	8	3	15	9	17	7	20	1	3	-	-	24	11	13	-	-	11	13
Other (please type in)	9	4	5	-	3	6	7	2	3	6	8	1	-	-	-	9	3	6	-	-	3	6
Don't know/don't recall	63	26	37	23	21	19	26	37	32	31	57	2	3	1	-	63	38	24	-	-	38	24

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 187

QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	371	164 207	168 119	84*	207	164	201	170	316	27**	21**	7**	-**	371	178	192	-**	-**	178	192		
NET: To give notice/To find out if I needed to give them a notice period to leave	124 33%	57 35%	67 32%	52 31%	36 30%	36 43%	70 34%	54 33%	63 31%	61 36%	101 32%	10 37%	12 57%	1 14%	-	124 33%	61 34%	63 33%	-	-	61 34%	63 33%
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	192 52%	87 53%	105 51%	86 51%	58 49%	48 57%	111 54%	81 49%	101 50%	91 54%	163 52%	12 44%	14 67%	3 43%	-	192 52%	92 52%	100 52%	-	-	92 52%	100 52%
NET: All except single mentions of to give notice/to find out if needed to give notice	269 73%	116 71%	153 74%	134 80% <sup>ae</sup>	89 75% <sup>ae</sup>	46 55%	159 77% <sup>ag</sup>	110 67%	153 76%	116 68%	227 72%	23 85%	13 62%	6 86%	-	269 73%	119 67%	150 76% <sup>ag</sup>	-	-	119 67%	150 76% <sup>ag</sup>
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	231 62%	105 64%	126 61%	116 59% <sup>ae</sup>	76 64% <sup>ae</sup>	39 46%	135 65%	96 59%	135 67% <sup>ag</sup>	96 56%	192 61%	22 81%	12 57%	5 71%	-	231 62%	100 56%	131 68% <sup>ag</sup>	-	-	100 56%	131 68% <sup>ag</sup>

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 188

QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	371	**	253	37*	15**	50*	112	171	55*	21*	24*	111	116	-*	169	**	192
To check how much my final bill would be	101	-	62	13	3	17	39	54	19	7	8	37	40	-	60	-	68
	27%	-	25%	35%	20%	34%	35%	32%	35%	33%	33%	33%	34%	-	36%	-	35%
To check that my service had been cancelled	90	-	59	10	4	16	25	48	10	8	9	27	28	-	45	-	52
	24%	-	23%	27%	27%	32%	28%	28%	18%	38%	38%	24%	24%	-	27%	-	27%
To give notice	85	-	62	11	3	10	28	47	12	5	6	31	35	-	49	-	53
	23%	-	25%	30%	20%	20%	25%	27%	22%	24%	25%	28%	30%	-	29%	-	28%
To negotiate a better deal	83	-	58	9	3	13	18	40	16	7	8	30	32	-	41	-	45
	22%	-	23%	24%	20%	26%	16%	23%	29%	33%	33%	27%	28%	-	24%	-	23%
To find out when my contract ended	69	-	45	4	3	8	26	35	11	4	6	22	24	-	39	-	43
	19%	-	18%	11%	20%	16%	23%	20%	20%	19%	25%	20%	21%	-	23%	-	22%
To arrange the 'stop date'	61	-	39	4	2	8	17	34	7	2	3	24	26	-	37	-	38
	16%	-	15%	11%	13%	16%	15%	20%	13%	10%	13%	22%	22%	-	22%	-	20%
To find out about any charges for ending my contract early	60	-	39	4	2	7	24	38	9	3	4	14	15	-	34	-	37
	16%	-	15%	11%	13%	14%	21%	22%	16%	14%	17%	13%	13%	-	20%	-	19%
To find out if I needed to give them a notice period to leave	57	-	33	5	2	12	22	23	9	5	5	21	21	-	29	-	30
	15%	-	13%	14%	13%	24%	20%	13%	16%	24%	21%	19%	18%	-	17%	-	16%
To find out what I needed to do to change provider	36	-	28	8	1	7	13	22	5	4	5	8	10	-	17	-	19
	10%	-	11%	22%	7%	14%	12%	13%	9%	19%	21%	7%	9%	-	10%	-	10%
To talk about their products and services	34	-	28	5	3	8	13	20	6	1	2	13	14	-	20	-	21
	9%	-	11%	14%	20%	16%	12%	12%	11%	5%	8%	12%	12%	-	12%	-	11%
To obtain information about my contract e.g. my usage patterns/spend	24	-	15	3	2	5	7	16	2	3	4	7	7	-	15	-	16
	6%	-	6%	8%	13%	10%	6%	9%	4%	14%	17%	6%	6%	-	9%	-	8%
Other (please type in)	9	-	5	2	2	4	2	3	4	2	2	4	4	-	4	-	4
	2%	-	2%	5%	13%	8%	2%	2%	7%	10%	8%	4%	3%	-	2%	-	2%
Don't know/don't recall	63	-	44	1	2	5	19	17	3	-	-	8	8	-	19	-	20
	17%	-	17%	3%	13%	10%	17%	10%	5%	-	-	7%	7%	-	11%	-	10%
NET: To give notice/To find out if I needed to give them a notice period to leave	124	-	81	14	4	18	41	60	18	9	10	43	47	-	66	-	71
	33%	-	32%	38%	27%	36%	37%	35%	33%	43%	42%	39%	41%	-	39%	-	37%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 188

QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would/might take up GPL and would/might have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	371	**	253	37*	15**	50*	112	171	55*	21*	24*	111	116	-*	169	**	192
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	192	-	126	20	8	27	57	93	29	15	16	65	69	-	95	-	107
	52%	-	50%	54%	53%	54%	51%	54%	53%	71%	67%	59%	59%	-	56%	-	56%
NET: All except single mentions of to give notice/to find out if needed to give notice	269	-	184	30	9	39	81	139	43	17	20	92	97	-	137	-	157
	73%	-	73%	81%	60%	78%	72%	81%	78%	81%	83%	83%	84%	-	81%	-	82%
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	231	-	159	24	8	32	76	120	39	14	17	84	89	-	125	-	139
	62%	-	63%	65%	53%	64%	68%	70%	71%	67%	71%	76%	77%	-	74%	-	72%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 189

QG6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	289	376	286	210	169	405	260	356	309	578	45*	34*	8**	-**	665	315	348	-**	-**	315	348
I would spend less time speaking to my previous provider	131	204	139	107	89	201	134	177	158	289	23	19	4	-	335	139	196	-	-	139	196
50%	45%	54%	49%	51%	53%	50%	52%	50%	51%	50%	51%	56%	50%	-	50%	44%	56%	-	-	44%	56%
It would not have changed the amount of time I would have spent speaking to my previous provider	83	83	75	53	38	108	58	91	75	142	15	8	1	-	166	91	75	-	-	91	75
25%	29%	22%	26%	25%	22%	27%	22%	26%	24%	25%	33%	24%	13%	-	25%	29%	22%	-	-	29%	22%
I would have spent more time speaking to my previous provider	31	32	39	18	6	39	24	37	26	60	1	2	-	-	63	21	42	-	-	21	42
9%	11%	9%	14%	9%	4%	10%	9%	10%	8%	10%	2%	6%	-	-	9%	7%	12%	-	-	7%	12%
Don't know	44	57	33	32	36	57	44	51	50	87	6	5	3	-	101	64	35	-	-	64	35
15%	15%	15%	12%	15%	21%	14%	17%	14%	16%	15%	13%	15%	38%	-	15%	20%	10%	-	-	20%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 190

QG6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would/might take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	665	-** 466	60* 32*	100 194	303 115	41* 45*	210 223	-* 305	-** 340							
I would spend less time speaking to my previous provider	335	- 241	26 16	58 103	151 76	19 21	126 134	- 178	- 197							
	50%	- 52%	43% 50%	58% 53%	50% 66%	46% 47%	60% 60%	- 58%	- 58%							
It would not have changed the amount of time I would have spent speaking to my previous provider	166	- 121	18 4	22 41	81 26	9 10	43 46	- 60	- 69							
	25%	- 26%	30% 13%	22% 21%	27% 23%	22% 22%	20% 21%	- 20%	- 20%							
I would have spent more time speaking to my previous provider	63	- 43	12 8	7 22	36 9	9 10	24 26	- 39	- 45							
	9%	- 9%	20% 25%	7% 11%	12% 8%	22% 22%	11% 12%	- 13%	- 13%							
Don't know	101	- 61	4 4	13 28	35 4	4 4	17 17	- 28	- 29							
	15%	- 13%	7% 13%	13% 14%	12% 3%	10% 9%	8% 8%	- 9%	- 9%							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 191

QH1 Which of these would you be most likely to use?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online and GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	623	266	357	268	200	155	384	239	336	287	542	40*	33*	8**	-**	623	295	327	-**	-**	295	327
Prefer Auto-Switch SMS/ Online	340	138	202	162	99	79	212	128	192	148	296	23	17	4	-	340	157	183	-	-	157	183
	55%	52%	57%	60% <sup>d</sup>	50%	51%	55%	54%	57%	52%	55%	58%	52%	50%	-	55%	53%	56%	-	-	53%	56%
Prefer Auto-Switch SMS/ Online (Only)	285	116	169	140	82	63	177	108	167	118	247	22	12	4	-	285	135	150	-	-	135	150
	46%	44%	47%	52% <sup>d</sup>	41%	41%	46%	45%	45%	41%	46%	55%	36%	50%	-	46%	46%	46%	-	-	46%	46%
Prefer GPL	338	150	188	128	118	92	207	131	169	169	295	18	21	4	-	338	160	177	-	-	160	177
	54%	56%	53%	48%	59% <sup>c</sup>	59% <sup>c</sup>	54%	55%	50%	59% <sup>d</sup>	54%	45%	64%	50%	-	54%	54%	54%	-	-	54%	54%
Prefer GPL (Only)	283	128	155	106	101	76	172	111	144	139	246	17	16	4	-	283	138	144	-	-	138	144
	45%	48%	43%	40%	51% <sup>c</sup>	49%	45%	46%	43%	48%	45%	43%	48%	50%	-	45%	47%	44%	-	-	47%	44%
Both equally	55	22	33	22	17	16	35	20	25	30	49	1	5	-	-	55	22	33	-	-	22	33
	9%	8%	9%	8%	9%	10%	9%	8%	7%	10%	9%	3%	15%	-	-	9%	7%	10%	-	-	7%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 192

QH1 Which of these would you be most likely to use?

Base : All C&R switched in the last 18 months and would/might take up Auto-Switch SMS/Online and GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	623	**	431	57*	32*	95*	175	282	108	38*	42*	195	208	-*	286	**	318
Prefer Auto-Switch SMS/Online	340	-	221	29	21	55	96	152	63	20	22	104	113	-	156	-	174
	55%	-	51%	51%	66%	58%	55%	54%	58%	53%	52%	53%	54%	-	55%	-	55%
Prefer Auto-Switch SMS/Online (Only)	285	-	181	25	18	43	81	129	51	19	21	92	97	-	132	-	145
	46%	-	42%	44%	56%	45%	46%	46%	47%	50%	50%	46%	47%	-	46%	-	46%
Prefer GPL	338	-	250	32	14	52	94	153	57	19	21	103	111	-	154	-	173
	54%	-	58%	56%	44%	55%	54%	54%	53%	50%	50%	53%	53%	-	54%	-	54%
Prefer GPL (Only)	283	-	210	28	11	40	79	130	45	18	20	91	95	-	130	-	144
	45%	-	49%	49%	34%	42%	45%	46%	42%	47%	48%	47%	46%	-	45%	-	45%
Both equally	55	-	40	4	3	12	15	23	12	1	1	12	16	-	24	-	29
	9%	-	9%	7%	9%	13%	9%	8%	11%	3%	2%	6%	8%	-	8%	-	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 193

QH1 Total (would/might).

Base : All C&R switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	758	336	422	329	239	190	455	303	399	359	663	49*	36*	9**	-**	758	366	390	-**	-**	366	390
Only take up Auto-Switch SMS/Online	68 9%	30 9%	38 9%	40 12% <sup>a</sup>	18 8%	10 5%	37 8%	31 10%	32 8%	36 10%	63 10%	3 6%	2 6%	-	-	68 9%	36 10%	32 8%	-	-	36 10%	32 8%
Prefer Auto-Switch SMS/Online	285 38%	116 35%	169 40%	140 43% <sup>d</sup>	82 34%	63 33%	177 39%	108 36%	167 42% <sup>i</sup>	118 33%	247 37%	22 45%	12 33%	4 44%	-	285 38%	135 37%	150 38%	-	-	135 37%	150 38%
Only take up GPL	42 6%	23 7%	19 5%	18 5%	10 4%	14 7%	21 5%	21 7%	20 5%	22 6%	36 5%	5 10%	1 3%	-	-	42 6%	20 5%	21 5%	-	-	20 5%	21 5%
Prefer GPL	283 37%	128 38%	155 37%	106 32%	101 42% <sup>c</sup>	76 40%	172 38%	111 37%	144 36%	139 39%	246 37%	17 35%	16 44%	4 44%	-	283 37%	138 38%	144 37%	-	-	138 38%	144 37%
NET: Auto-Switch SMS/Online	353 47%	146 43%	207 49%	180 55% <sup>d</sup>	100 42%	73 38%	214 47%	139 46%	199 50%	154 43%	310 47%	25 51%	14 39%	4 44%	-	353 47%	171 47%	182 47%	-	-	171 47%	182 47%
NET: GPL	325 43%	151 45%	174 41%	124 38%	111 46% <sup>c</sup>	90 47% <sup>c</sup>	193 42%	132 44%	164 41%	161 45%	282 43%	22 45%	17 47%	4 44%	-	325 43%	158 43%	165 42%	-	-	158 43%	165 42%
Both equally	55 7%	22 7%	33 8%	22 7%	17 7%	16 8%	35 8%	20 7%	25 6%	30 8%	49 7%	1 2%	5 14% <sup>a</sup>	-	-	55 7%	22 6%	33 8%	-	-	22 6%	33 8%
Wouldn't take up either	25 3%	17 5% <sup>b</sup>	8 2%	3 1%	11 5% <sup>c</sup>	11 6% <sup>c</sup>	13 3%	12 4%	11 3%	14 4%	22 3%	1 2%	-	1 11%	-	25 3%	15 4%	10 3%	-	-	15 4%	10 3%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 194

QH1 Total (would/might).

Base : All C&R switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	758	**	535	67*	33*	112	220	340	129	43*	47*	236	252	-*	347	**	385
Only take up Auto-Switch SMS/Online	68	-	51	7	1	12	19	31	11	2	2	18	20	-	33	-	36
	9%	-	10%	10%	3%	11%	9%	9%	9%	5%	4%	8%	8%	-	10%	-	9%
Prefer Auto-Switch SMS/Online	285	-	181	25	18	43	81	129	51	19	21	92	97	-	132	-	145
	38%	-	34%	37%	55%	38%	37%	38%	40%	44%	45%	39%	38%	-	38%	-	38%
Only take up GPL	42	-	35	3	-	5	19	21	7	3	3	15	15	-	19	-	22
	6%	-	7%	4%	-	4%	9%	6%	5%	7%	6%	6%	6%	-	5%	-	6%
Prefer GPL	283	-	210	28	11	40	79	130	45	18	20	91	95	-	130	-	144
	37%	-	39%	42%	33%	36%	36%	38%	35%	42%	43%	39%	38%	-	37%	-	37%
NET: Auto-Switch SMS/Online	353	-	232	32	19	55	100	160	62	21	23	110	117	-	165	-	181
	47%	-	43%	48%	58%	49%	45%	47%	48%	49%	49%	47%	46%	-	48%	-	47%
NET: GPL	325	-	245	31	11	45	98	151	52	21	23	106	110	-	149	-	166
	43%	-	46%	46%	33%	40%	45%	44%	40%	49%	49%	45%	44%	-	43%	-	43%
Both equally	55	-	40	4	3	12	15	23	12	1	1	12	16	-	24	-	29
	7%	-	7%	6%	9%	11%	7%	7%	9%	2%	2%	5%	6%	-	7%	-	8%
Wouldn't take up either	25	-	18	-	-	-	7	6	3	-	-	8	9	-	9	-	9
	3%	-	3%	-	-	-	3%	2%	2%	-	-	3%	4%	-	3%	-	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 195

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	935	433	502	381	326	228	633	302	632	303	804	76*	38*	17**	935	-**	234	696	234	696	-**	-**
I definitely wouldn't	130	65	65	51	45	34	98	32	82	48	108	11	7	4	130	-	30	99	30	99	-	-
	14%	15%	13%	13%	14%	15%	15%	11%	13%	16%	13%	14%	18%	24%	14%	-	13%	14%	13%	14%	-	-
I probably wouldn't	108	52	56	49	38	21	70	38	75	33	96	8	4	-	108	-	21	87	21	87	-	-
	12%	12%	11%	13%	12%	9%	11%	13%	12%	11%	12%	11%	11%	-	12%	-	9%	13%	9%	13%	-	-
I possibly would/possibly wouldn't	135	72	63	48	54	33	91	44	89	46	121	8	3	3	135	-	38	96	38	96	-	-
	14%	17%	13%	13%	17%	14%	14%	15%	14%	15%	15%	11%	8%	18%	14%	-	16%	14%	16%	14%	-	-
I probably would	254	100	154	99	85	70	165	89	172	82	219	23	6	6	254	-	60	192	60	192	-	-
	27%	23%	31%	26%	26%	31%	26%	29%	27%	27%	27%	30%	16%	35%	27%	-	26%	28%	26%	28%	-	-
I definitely would	308	144	164	134	104	70	209	99	214	94	260	26	18	4	308	-	85	222	85	222	-	-
	33%	33%	33%	35%	32%	31%	33%	33%	34%	31%	32%	34%	47%	24%	33%	-	36%	32%	36%	32%	-	-
NET: Would	562	244	318	233	189	140	374	188	386	176	479	49	24	10	562	-	145	414	145	414	-	-
	60%	56%	63%	61%	58%	61%	59%	62%	61%	58%	60%	64%	63%	59%	60%	-	62%	59%	62%	59%	-	-
NET: Would/might	697	316	381	281	243	173	465	232	475	222	600	57	27	13	697	-	183	510	183	510	-	-
	75%	73%	76%	74%	75%	76%	73%	77%	75%	73%	75%	75%	71%	76%	75%	-	78%	73%	78%	73%	-	-
NET: Wouldn't	238	117	121	100	83	55	168	70	157	81	204	19	11	4	238	-	51	186	51	186	-	-
	25%	27%	24%	26%	25%	24%	27%	23%	25%	27%	25%	25%	29%	24%	25%	-	22%	27%	22%	27%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 196

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	935															
I definitely wouldn't	130 14%		86 16% <sup>d</sup>	42 11%	-	-	95 18% <sup>A</sup>	24 10%	100 18%	103 17%	95 19%	98 18%	109 15%	-	112 14%	-
I probably wouldn't	108 12%		46 9%	55 15%	-	-	77 13% <sup>A</sup>	15 6%	63 11%	65 11%	54 11%	55 10%	79 11%	-	92 12%	-
I possibly would/possibly wouldn't	135 14%		76 14%	56 15%	-	-	92 16%	25 10%	80 15%	83 14%	73 14%	74 14%	99 14%	-	108 14%	-
I probably would	254 27%		145 27%	98 26%	-	-	146 25%	72 30%	142 26%	161 27%	132 26%	142 27%	197 27%	-	215 27%	-
I definitely would	308 33%		188 35%	125 33%	-	-	183 31%	106 44% <sup>z</sup>	164 30%	189 31%	150 30%	163 31%	240 33%	-	262 33%	-
NET: Would	562 60%		333 62%	223 59%	-	-	329 55%	178 74% <sup>z</sup>	306 56%	350 58%	282 56%	305 57%	437 60%	-	477 60%	-
NET: Would/might	697 75%		409 76%	279 74%	-	-	421 71%	203 84% <sup>z</sup>	386 70%	433 72%	355 70%	379 71%	536 74%	-	585 74%	-
NET: Wouldn't	238 25%		132 24%	97 26%	-	-	172 29% <sup>A</sup>	39 16%	163 30%	168 28%	149 30%	153 29%	188 26%	-	204 26%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 197

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	935	433	502	381	326	228	633	302	632	303	804	76*	38*	17**	935	-**	234	696	234	696	-**	-**
I definitely wouldn't	161	84	77	66	56	39	120	41	102	59	134	15	7	5	161	-	42	117	42	117	-	-
	17%	19%	15%	17%	17%	17%	19%	14%	16%	19%	17%	20%	18%	29%	17%	-	18%	17%	18%	17%	-	-
I probably wouldn't	189	92	97	80	65	44	126	63	126	63	167	14	6	2	189	-	41	147	41	147	-	-
	20%	21%	19%	21%	20%	19%	20%	21%	20%	21%	21%	18%	16%	12%	20%	-	18%	21%	18%	21%	-	-
I possibly would/possibly wouldn't	152	65	87	47	54	51	95	57	92	60	132	9	7	4	152	-	49	102	49	102	-	-
	16%	15%	17%	12%	17%	22%	15%	19%	15%	20%	16%	12%	18%	24%	16%	-	21%	15%	21%	15%	-	-
I probably would	240	94	146	101	84	55	152	88	172	68	206	23	8	3	240	-	49	190	49	190	-	-
	26%	22%	23%	27%	26%	24%	24%	29%	27%	22%	26%	30%	21%	18%	26%	-	21%	27%	21%	27%	-	-
I definitely would	193	98	95	87	67	39	140	53	140	53	165	15	10	3	193	-	53	140	53	140	-	-
	21%	23%	19%	23%	21%	17%	22%	18%	22%	17%	21%	20%	26%	18%	21%	-	23%	20%	23%	20%	-	-
NET: Would	433	192	241	188	151	94	292	141	312	121	371	38	18	6	433	-	102	330	102	330	-	-
	46%	44%	48%	49%	46%	41%	46%	47%	43%	40%	46%	50%	47%	35%	46%	-	44%	47%	44%	47%	-	-
NET: Would/might	585	257	328	235	205	145	387	198	404	181	503	47	25	10	585	-	151	432	151	432	-	-
	63%	59%	65%	62%	63%	64%	61%	66%	64%	60%	63%	62%	66%	59%	63%	-	65%	62%	65%	62%	-	-
NET: Wouldn't	350	176	174	146	121	83	246	104	228	122	301	29	13	7	350	-	83	264	83	264	-	-
	37%	41%	35%	38%	37%	36%	39%	34%	36%	40%	37%	38%	34%	41%	37%	-	35%	38%	35%	38%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 198

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	935															
I definitely wouldn't	161 17%	114 17%	-	102 19%	57 15%	-	119 20%	26 11%	113 21%	118 20%	107 21%	110 21%	130 18%	-	135 17%	-
I probably wouldn't	189 20%	132 20%	-	91 17%	87 24%	-	128 22%	37 15%	123 22%	125 21%	107 21%	109 20%	141 19%	-	159 20%	-
I possibly would/possibly wouldn't	152 16%	106 16%	-	85 16%	61 16%	-	100 17%	31 13%	93 17%	100 17%	90 18%	94 18%	119 16%	-	131 17%	-
I probably would	240 26%	160 24%	-	144 27%	84 22%	-	134 23%	76 31%	124 23%	143 24%	115 23%	125 23%	181 25%	-	199 25%	-
I definitely would	193 21%	148 22%	-	119 22%	87 23%	-	112 19%	72 30%	96 17%	115 19%	85 17%	94 18%	153 21%	-	165 21%	-
NET: Would	433 46%	308 47%	-	263 49%	171 45%	-	246 41%	148 81%	220 40%	258 43%	200 40%	219 41%	334 46%	-	364 46%	-
NET: Would/might	585 63%	414 63%	-	348 64%	232 62%	-	346 58%	179 74%	313 57%	358 60%	290 58%	313 59%	453 63%	-	495 63%	-
NET: Wouldn't	350 37%	246 37%	-	193 36%	144 38%	-	247 42%	63 26%	236 43%	243 40%	214 42%	219 41%	271 37%	-	294 37%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 199

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	935	433	502	381	326	228	633	302	632	303	804	76*	38*	17**	935	-**	234	696	234	696	-**	-**
I definitely wouldn't	226	111	115	94	74	58	160	66	142	84	193	19	8	6	226	-	60	164	60	164	-	-
	24%	26%	23%	25%	23%	25%	25%	22%	22%	28%	24%	25%	21%	35%	24%	-	26%	24%	26%	24%	-	-
I probably wouldn't	255	113	142	102	87	66	171	84	169	86	220	23	10	2	255	-	57	196	57	196	-	-
	27%	26%	28%	27%	27%	29%	27%	28%	27%	28%	27%	30%	26%	12%	27%	-	24%	28%	24%	28%	-	-
I possibly would/possibly wouldn't	150	62	88	49	58	43	93	57	93	57	131	8	6	5	150	-	33	116	33	116	-	-
	16%	14%	18%	13%	18%	19%	15%	19%	15%	19%	16%	11%	16%	29%	16%	-	14%	17%	14%	17%	-	-
I probably would	184	83	101	73	65	46	113	71	133	51	156	18	9	1	184	-	46	138	46	138	-	-
	20%	19%	20%	19%	20%	20%	18%	24%	21%	17%	19%	24%	24%	6%	20%	-	20%	20%	20%	20%	-	-
I definitely would	120	64	56	63	42	15	96	24	95	25	104	8	5	3	120	-	38	82	38	82	-	-
	13%	15%	11%	17%	13%	7%	15%	8%	19%	8%	13%	11%	13%	18%	13%	-	16%	12%	16%	12%	-	-
NET: Would	304	147	157	136	107	61	209	95	228	76	260	26	14	4	304	-	84	220	84	220	-	-
	33%	34%	31%	36%	33%	27%	33%	31%	36%	25%	32%	34%	37%	24%	33%	-	36%	32%	36%	32%	-	-
NET: Would/might	454	209	245	185	165	104	302	152	321	133	391	34	20	9	454	-	117	336	117	336	-	-
	49%	48%	49%	49%	51%	46%	48%	50%	51%	44%	49%	45%	53%	53%	49%	-	50%	48%	50%	48%	-	-
NET: Wouldn't	481	224	257	196	161	124	331	150	311	170	413	42	18	8	481	-	117	360	117	360	-	-
	51%	52%	51%	51%	49%	54%	52%	50%	49%	56%	51%	55%	47%	47%	51%	-	50%	52%	50%	52%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 200

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	935															
I definitely wouldn't	226 24%	165 25%	-	138 26%	84 22%	-	165 28%	37 15%	158 29%	163 27%	149 30%	152 29%	177 24%	-	190 24%	-
I probably wouldn't	255 27%	177 27%	-	126 23%	115 31%	-	167 28%	51 21%	167 30%	173 29%	151 30%	154 29%	195 27%	-	218 28%	-
I possibly would/possibly wouldn't	150 16%	102 15%	-	81 15%	61 16%	-	101 17%	33 14%	89 16%	96 16%	81 16%	85 16%	117 16%	-	125 16%	-
I probably would	184 20%	130 20%	-	114 21%	65 17%	-	94 16%	73 30%	87 16%	106 18%	78 15%	90 17%	142 20%	-	154 20%	-
I definitely would	120 13%	86 13%	-	82 15%	51 14%	-	66 11%	48 20%	48 9%	63 10%	45 9%	51 10%	93 13%	-	102 13%	-
NET: Would	304 33%	216 33%	-	196 36%	116 31%	-	160 27%	121 50%	135 25%	169 28%	123 24%	141 27%	235 32%	-	256 32%	-
NET: Would/might	454 49%	318 48%	-	277 51%	177 47%	-	261 44%	154 64%	224 41%	265 44%	204 40%	226 42%	352 49%	-	381 48%	-
NET: Wouldn't	481 51%	342 52%	-	264 49%	199 53%	-	332 58%	88 36%	325 59%	336 56%	300 60%	306 58%	372 51%	-	408 52%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 201

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	935	433	502	381	326	228	633	302	632	303	804	76*	38*	17**	935	-**	234	696	234	696	-**	-**
I definitely wouldn't	335	158	177	132	116	87	226	109	206	129	284	26	16	9	335	-	90	242	90	242	-	-
	36%	36%	35%	35%	36%	38%	36%	36%	33%	43%h	35%	34%	42%	53%	36%	-	38%	35%	38%	35%	-	-
I probably wouldn't	328	140	188	123	111	94	213	115	210	118	287	29	9	3	328	-	73	254	73	254	-	-
	35%	32%	37%	32%	34%	41%e	34%	38%	33%	39%	36%	38%	24%	18%	35%	-	31%	36%	31%	36%	-	-
I possibly would/possibly wouldn't	101	52	49	36	41	24	66	35	76	25	85	6	7	3	101	-	18	82	18	82	-	-
	11%	12%	10%	9%	13%	11%	10%	12%	12%	8%	11%	8%	18%	18%	11%	-	8%	12%	8%	12%	-	-
I probably would	110	54	56	51	40	19	72	38	86	24	91	13	5	1	110	-	35	75	35	75	-	-
	12%	12%	11%	13%	12%	8%	11%	13%	14%	8%	11%	17%	13%	6%	12%	-	15%	11%	15%	11%	-	-
I definitely would	61	29	32	39	18	4	56	5	54	7	57	2	1	1	61	-	18	43	18	43	-	-
	7%	7%	6%	10%ade	6%ae	2%	9%g	2%	9%h	2%	7%	3%	3%	6%	7%	-	8%	6%	8%	6%	-	-
NET: Would	171	83	88	90	58	23	128	43	140	31	148	15	6	2	171	-	53	118	53	118	-	-
	18%	19%	18%	24%ae	18%ae	10%	20%g	14%	22%h	10%	18%	20%	16%	12%	18%	-	23%	17%	23%	17%	-	-
NET: Would/might	272	135	137	126	99	47	194	78	216	56	233	21	13	5	272	-	71	200	71	200	-	-
	29%	31%	27%	33%ae	30%ae	21%	31%	26%	34%h	18%	29%	28%	34%	29%	29%	-	30%	29%	30%	29%	-	-
NET: Wouldn't	663	298	365	255	227	181	439	224	416	247	571	55	25	12	663	-	163	496	163	496	-	-
	71%	69%	73%	67%	70%	73%ade	69%	74%	66%h	62%h	71%	72%	66%	71%	71%	-	70%	71%	70%	71%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 202

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)	
Total	935	660	-**	541	376	-**	-**	593	242	549	601	504	532	724	-*	789	-**
I definitely wouldn't	335	243	-	187	139	-	-	241	63	241	249	224	228	272	-	290	-
	36%	37%	-	35%	37%	-	-	41%A	26%	44%	41%	44%	43%	38%	-	37%	-
I probably wouldn't	328	225	-	172	138	-	-	215	69	203	215	185	193	248	-	278	-
	35%	34%	-	32%	37%	-	-	30%A	29%	37%	36%	37%	36%	34%	-	35%	-
I possibly would/possibly wouldn't	101	72	-	66	31	-	-	56	34	50	53	43	44	77	-	82	-
	11%	11%	-	12%	8%	-	-	9%	14%	9%	9%	9%	8%	11%	-	10%	-
I probably would	110	73	-	72	39	-	-	53	46	37	54	37	48	78	-	85	-
	12%	11%	-	13%	10%	-	-	9%	19%	7%	9%	7%	9%	11%	-	11%	-
I definitely would	61	47	-	44	29	-	-	28	30	18	30	15	19	49	-	54	-
	7%	7%	-	8%	8%	-	-	5%	12%	3%	5%	3%	4%	7%	-	7%	-
NET: Would	171	120	-	116	68	-	-	81	76	55	84	52	67	127	-	139	-
	18%	18%	-	21%	18%	-	-	14%	31%	10%	14%	10%	13%	18%	-	18%	-
NET: Would/might	272	192	-	182	99	-	-	137	110	105	137	95	111	204	-	221	-
	29%	29%	-	34% <sup>d</sup>	26%	-	-	23%	45% <sup>z</sup>	19%	23%	19%	21%	28%	-	28%	-
NET: Wouldn't	663	468	-	359	277	-	-	456	132	444	464	409	421	520	-	568	-
	71%	71%	-	66%	74%	-	-	77% <sup>z</sup>	55%	81%	77%	81%	79%	72%	-	72%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 203

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	935	433	502	381	326	228	633	302	632	303	804	76*	38*	17**	935	-**	234	696	234	696	-**	-**
I definitely wouldn't	441	205	236	174	151	116	285	156	272	169	373	38	17	13	441	-	110	327	110	327	-	-
	47%	47%	47%	46%	46%	51%	45%	52%	43%	56% <sup>h</sup>	46%	50%	45%	76%	47%	-	47%	47%	47%	47%	-	-
I probably wouldn't	317	141	176	114	114	89	218	99	215	102	277	25	13	2	317	-	71	246	71	246	-	-
	34%	33%	35%	30%	35%	39% <sup>h</sup>	34%	33%	34%	34%	34%	33%	34%	12%	34%	-	30%	35%	30%	35%	-	-
I possibly would/possibly wouldn't	63	31	32	26	23	14	46	17	45	18	52	6	4	1	63	-	15	47	15	47	-	-
	7%	7%	6%	7%	7%	6%	7%	6%	7%	6%	6%	8%	11%	6%	7%	-	6%	7%	6%	7%	-	-
I probably would	78	36	42	41	29	8	52	26	67	11	68	6	4	-	78	-	26	52	26	52	-	-
	8%	8%	8%	11% <sup>h</sup>	9% <sup>h</sup>	4%	8%	9%	11% <sup>h</sup>	4%	8%	8%	11%	-	8%	-	11%	7%	11%	7%	-	-
I definitely would	36	20	16	26	9	1	32	4	33	3	34	1	-	1	36	-	12	24	12	24	-	-
	4%	5%	3%	7% <sup>h</sup>	3% <sup>h</sup>	*	5% <sup>h</sup>	1%	5% <sup>h</sup>	1%	4%	1%	-	6%	4%	-	5%	3%	5%	3%	-	-
NET: Would	114	56	58	67	38	9	84	30	100	14	102	7	4	1	114	-	38	76	38	76	-	-
	12%	13%	12%	18% <sup>h</sup>	12% <sup>h</sup>	4%	13%	10%	16% <sup>h</sup>	5%	13%	9%	11%	6%	12%	-	16% <sup>h</sup>	11%	16% <sup>h</sup>	11%	-	-
NET: Would/might	177	87	90	93	61	23	130	47	145	32	154	13	8	2	177	-	53	123	53	123	-	-
	19%	20%	18%	24% <sup>h</sup>	19% <sup>h</sup>	10%	21%	16%	23% <sup>h</sup>	11%	19%	17%	21%	12%	19%	-	23%	18%	23%	18%	-	-
NET: Wouldn't	758	346	412	288	265	205	503	255	487	271	650	63	30	15	758	-	181	573	181	573	-	-
	81%	80%	82%	76%	81%	80% <sup>h</sup>	79%	84%	77%	88% <sup>h</sup>	81%	83%	79%	88%	81%	-	77%	82%	77%	82%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 204

QC3A: You said you would request your PAC via a free text message if this method were available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	935															
I definitely wouldn't	441															
	47%															
I probably wouldn't	317															
	34%															
I possibly would/possibly wouldn't	63															
	7%															
I probably would	78															
	8%															
I definitely would	36															
	4%															
NET: Would	114															
	12%															
NET: Would/might	177															
	19%															
NET: Wouldn't	758															
	81%															

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 205

QC3B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	238	117 121	100 83* 55*			168 70*		157 81*		204 19** 11** 4**				238 -**		51* 186		51* 186		-** -**	
Because I should not have to pay anything for this option	158 66%	76 82 65% 68%	64 54 64% 65%	40 73%		109 49 65%	70%	97 61 62% 75%		133 12 11 2 65% 63% 100% 50%				158 -	-	34 123 67% 66%		34 123 67% 66%		- -	
Because it's not worth paying extra for	115 48%	58 57 50% 47%	58 39 58% 47%	18 33%		82 33 49%	47%	86 29 55% 36%		99 11 3 2 49% 58% 27% 50%				115 -	-	29 86 57% 46%		29 86 57% 46%		- -	
Other (please type in)	13 5%	10 3 9% 2%	2 7 2% 8%	4 7%		11 2 7%	3%	7 6 4% 7%		13 - - - 6% - - -				13 -	-	2 11 4% 6%		2 11 4% 6%		- -	
Don't know	-	- -	- -	- -		- -	-	- -		- - - -				- -	-	- -		- -		- -	

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 206

QC3B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	238	168	-**	132	97*	-**	-**	172	39*	163	168	149	153	188	-*	204	-**
Because I should not have to pay anything for this option	158	113	-	85	66	-	-	116	23	111	114	100	103	125	-	134	-
	66%	67%	-	64%	68%	-	-	67%	59%	68%	68%	67%	67%	66%	-	66%	-
Because it's not worth paying extra for	115	76	-	68	45	-	-	83	22	82	83	77	78	93	-	101	-
	48%	45%	-	52%	46%	-	-	48%	56%	50%	49%	52%	51%	49%	-	50%	-
Other (please type in)	13	12	-	7	5	-	-	9	3	9	10	9	10	12	-	13	-
	5%	7%	-	5%	5%	-	-	5%	8%	6%	6%	6%	7%	6%	-	6%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 207

QC3E: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	973	455	518	402	340	231	661	312	664	309	838	78*	40*	17**	973	-**	243	725	243	725	-**	-**
I definitely wouldn't	133	63	70	55	52	26	84	49	93	40	113	8	6	6	133	-	29	104	29	104	-	-
	14%	14%	14%	14%	15%	11%	13%	16%	14%	13%	13%	10%	15%	35%	14%	-	12%	14%	12%	14%	-	-
I probably wouldn't	222	97	125	74	81	67	162	60	136	86	191	21	5	5	222	-	62	157	62	157	-	-
	23%	21%	24%	18%	24%	29%	25%	19%	20%	28%	23%	27%	13%	29%	23%	-	26%	22%	26%	22%	-	-
I possibly would/possibly wouldn't	292	133	159	114	110	68	198	94	194	98	257	20	12	3	292	-	73	218	73	218	-	-
	30%	29%	31%	28%	32%	29%	30%	30%	29%	32%	31%	26%	30%	18%	30%	-	30%	30%	30%	30%	-	-
I probably would	229	107	122	107	73	49	144	85	168	61	190	22	14	3	229	-	52	176	52	176	-	-
	24%	24%	24%	27%	21%	21%	22%	27%	25%	20%	23%	28%	35%	18%	24%	-	21%	24%	21%	24%	-	-
I definitely would	97	55	42	52	24	21	73	24	73	24	87	7	3	-	97	-	27	70	27	70	-	-
	10%	12%	8%	13%	7%	9%	11%	8%	11%	8%	10%	9%	8%	-	10%	-	11%	10%	11%	10%	-	-
NET: Would	326	162	164	159	97	70	217	109	241	85	277	29	17	3	326	-	79	246	79	246	-	-
	34%	36%	32%	40%	29%	30%	33%	35%	36%	28%	33%	37%	43%	18%	34%	-	33%	34%	33%	34%	-	-
NET: Would/might	618	295	323	273	207	138	415	203	435	183	534	49	29	6	618	-	152	464	152	464	-	-
	64%	65%	62%	68%	61%	60%	63%	65%	66%	59%	64%	63%	73%	35%	64%	-	63%	64%	63%	64%	-	-
NET: Wouldn't	355	160	195	129	133	93	246	109	229	126	304	29	11	11	355	-	91	261	91	261	-	-
	36%	35%	38%	32%	39%	40%	37%	35%	34%	41%	36%	37%	28%	65%	36%	-	37%	36%	37%	36%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 208

QC3E: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	973															
I definitely wouldn't	133 14%	-	571 59%	386 40%	-	-	607 62%	262 27%	559 57%	621 64%	514 53%	548 56%	750 77%	-	821 84%	-
I probably wouldn't	222 23%	-	116 12%	103 11%	-	-	159 16%	44 5%	157 16%	163 17%	144 15%	147 15%	187 19%	-	203 21%	-
I possibly would/possibly wouldn't	292 30%	-	174 18%	96 10%	-	-	186 19%	62 6%	172 18%	181 19%	161 17%	168 17%	221 23%	-	238 24%	-
I probably would	229 24%	-	140 14%	89 9%	-	-	116 12%	84 9%	100 10%	127 13%	90 9%	104 11%	164 17%	-	185 19%	-
I definitely would	97 10%	-	68 7%	40 4%	-	-	61 6%	33 3%	42 4%	57 6%	39 4%	46 5%	76 8%	-	78 8%	-
NET: Would	326 34%	-	208 21%	129 13%	-	-	177 18%	117 12%	142 15%	184 19%	129 13%	150 15%	240 25%	-	263 27%	-
NET: Would/might	618 64%	-	382 39%	225 23%	-	-	363 37%	179 18%	314 32%	365 37%	290 30%	318 33%	461 47%	-	501 51%	-
NET: Wouldn't	355 36%	-	189 19%	161 17%	-	-	244 25%	83 9%	245 25%	256 26%	224 23%	230 24%	289 30%	-	320 33%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 209

QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	326	162	164	159	97*	70*	217	109	241	85*	277	29**	17**	3**	326	-**	79*	246	79*	246	-**	-**
To give notice	120	64	56	43	45	32	76	44	79	41	97	11	10	2	120	-	26	94	26	94	-	-
	37%	40%	34%	27%	46% <sup>c</sup>	46% <sup>c</sup>	35%	40%	33%	48% <sup>d</sup>	35%	38%	59%	67%	37%	-	33%	38%	33%	38%	-	-
To check that my service had been cancelled	104	50	54	43	30	31	68	36	74	30	82	10	9	3	104	-	28	76	28	76	-	-
	32%	31%	33%	27%	31%	44% <sup>e</sup>	31%	33%	31%	35%	30%	34%	53%	100%	32%	-	35%	31%	35%	31%	-	-
To check how much my final bill would be	89	38	51	39	30	20	66	23	66	23	75	5	6	3	89	-	24	65	24	65	-	-
	27%	23%	31%	25%	31%	29%	30%	21%	27%	27%	27%	17%	35%	100%	27%	-	30%	26%	30%	26%	-	-
To arrange the 'stop date'	84	44	40	35	25	24	58	26	60	24	69	7	5	3	84	-	19	65	19	65	-	-
	26%	27%	24%	22%	26%	34%	27%	24%	25%	28%	25%	24%	29%	100%	26%	-	24%	26%	24%	26%	-	-
To find out when my contract ended	79	37	42	36	23	20	54	25	54	25	61	9	8	1	79	-	14	65	14	65	-	-
	24%	23%	26%	23%	24%	29%	25%	23%	22%	29%	22%	31%	47%	33%	24%	-	18%	26%	18%	26%	-	-
To find out about any charges for ending my contract early	63	34	29	27	17	19	45	18	40	23	52	4	4	3	63	-	13	50	13	50	-	-
	19%	21%	18%	17%	18%	27%	21%	17%	17%	27% <sup>f</sup>	19%	14%	24%	100%	19%	-	16%	20%	16%	20%	-	-
To find out if I needed to give them a notice period to leave	61	28	33	25	21	15	42	19	43	18	51	5	4	1	61	-	13	48	13	48	-	-
	19%	17%	20%	16%	22%	21%	19%	17%	18%	21%	18%	17%	24%	33%	19%	-	16%	20%	16%	20%	-	-
To negotiate a better deal	61	30	31	33	16	12	44	17	46	15	55	2	3	1	61	-	12	49	12	49	-	-
	19%	19%	19%	21%	16%	17%	20%	16%	19%	18%	20%	7%	18%	33%	19%	-	15%	20%	15%	20%	-	-
To find out what I needed to do to change provider	54	34	20	25	14	15	36	18	36	18	43	5	5	1	54	-	20	34	20	34	-	-
	17%	21% <sup>g</sup>	12%	16%	14%	21%	17%	17%	15%	21%	16%	17%	29%	33%	17%	-	25% <sup>h</sup>	14%	25% <sup>h</sup>	14%	-	-
To talk about their products and services	32	19	13	20	9	3	22	10	26	6	29	-	2	1	32	-	7	25	7	25	-	-
	10%	12%	8%	13%	9%	4%	10%	9%	11%	7%	10%	-	12%	33%	10%	-	9%	10%	9%	10%	-	-
To obtain information about my contract e.g. my usage patterns/spend	29	11	18	15	11	3	19	10	24	5	25	2	2	-	29	-	9	20	9	20	-	-
	9%	7%	11%	9%	11%	4%	9%	9%	10%	6%	9%	7%	12%	-	9%	-	11%	8%	11%	8%	-	-
Other (please type in)	3	1	2	1	-	2	1	2	1	2	2	1	-	-	3	-	-	3	-	3	-	-
	1%	1%	1%	1%	-	3%	*	2%	*	2%	1%	3%	-	-	1%	-	-	1%	-	1%	-	-
Don't know/don't recall	8	6	2	3	2	3	4	4	4	4	6	2	-	-	8	-	2	5	2	5	-	-
	2%	4%	1%	2%	2%	4%	2%	4%	2%	5%	2%	7%	-	-	2%	-	3%	2%	3%	2%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

j22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 209

QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	326	162	164	159	97*	70*	217	109	241	85*	277	29**	17**	3**	326	-**	79*	246	79*	246	-**	-**
NET: To give notice/To find out if I needed to give them a notice period to leave	151 46%	78 48%	73 45%	59 37%	56 58%	36 51%	100 46%	51 47%	105 44%	46 54%	124 45%	15 52%	10 59%	2 67%	151 46%	-	35 44%	116 47%	35 44%	116 47%	-	-
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	228 70%	111 69%	117 71%	98 62%	76 78%	54 77%	154 71%	74 68%	168 70%	60 71%	193 70%	19 66%	13 76%	3 100%	228 70%	-	53 67%	175 71%	53 67%	175 71%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice	278 85%	139 86%	139 85%	139 87%	80 82%	59 84%	189 87%	89 82%	208 86%	70 82%	238 86%	21 72%	16 94%	3 100%	278 85%	-	69 87%	209 85%	69 87%	209 85%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	236 72%	113 70%	123 75%	120 75%	69 71%	47 67%	163 75%	73 67%	174 72%	62 73%	200 72%	18 62%	15 88%	3 100%	236 72%	-	55 70%	181 74%	55 70%	181 74%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 210

QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	326	226	-**	208	129	-**	-**	177	117	142	184	129	150	240	-*	263	-**
To give notice	120	82	-	70	49	-	-	70	37	59	73	58	65	91	-	96	-
	37%	36%	-	34%	38%	-	-	40%	32%	42%	40%	45%	43%	38%	-	37%	-
To check that my service had been cancelled	104	72	-	65	40	-	-	61	35	46	58	42	46	74	-	83	-
	32%	32%	-	31%	31%	-	-	34%	30%	32%	32%	33%	31%	31%	-	32%	-
To check how much my final bill would be	89	69	-	59	35	-	-	50	33	35	46	35	41	63	-	69	-
	27%	31%	-	28%	27%	-	-	28%	28%	25%	25%	27%	27%	26%	-	26%	-
To arrange the 'stop date'	84	51	-	62	27	-	-	49	30	38	52	35	41	63	-	70	-
	26%	23%	-	30%	21%	-	-	28%	26%	27%	28%	27%	27%	26%	-	27%	-
To find out when my contract ended	79	50	-	52	31	-	-	50	22	41	49	35	40	61	-	67	-
	24%	22%	-	25%	24%	-	-	28%	19%	29%	27%	27%	27%	25%	-	25%	-
To find out about any charges for ending my contract early	63	41	-	38	30	-	-	37	24	29	41	27	33	49	-	51	-
	19%	18%	-	18%	23%	-	-	21%	21%	20%	22%	21%	22%	20%	-	19%	-
To find out if I needed to give them a notice period to leave	61	44	-	40	23	-	-	37	19	29	40	25	28	49	-	54	-
	19%	19%	-	19%	18%	-	-	21%	16%	20%	22%	19%	19%	20%	-	21%	-
To negotiate a better deal	61	44	-	38	26	-	-	36	18	26	33	27	31	45	-	52	-
	19%	19%	-	18%	20%	-	-	20%	15%	18%	18%	21%	21%	19%	-	20%	-
To find out what I needed to do to change provider	54	34	-	31	24	-	-	34	17	22	30	18	24	40	-	42	-
	17%	15%	-	15%	19%	-	-	19%	15%	15%	16%	14%	16%	17%	-	16%	-
To talk about their products and services	32	24	-	24	17	-	-	19	10	9	16	8	12	24	-	27	-
	10%	11%	-	12%	13%	-	-	11%	9%	6%	9%	6%	8%	10%	-	10%	-
To obtain information about my contract e.g. my usage patterns/spend	29	23	-	22	14	-	-	11	15	10	15	9	13	25	-	25	-
	9%	10%	-	11%	11%	-	-	6%	13%	7%	8%	7%	9%	10%	-	10%	-
Other (please type in)	3	2	-	2	1	-	-	2	-	2	2	2	2	2	-	2	-
	1%	1%	-	1%	1%	-	-	1%	-	1%	1%	2%	1%	1%	-	1%	-
Don't know/don't recall	8	4	-	4	2	-	-	4	1	3	3	1	1	4	-	6	-
	2%	2%	-	2%	2%	-	-	2%	1%	2%	2%	1%	1%	2%	-	2%	-
NET: To give notice/To find out if I needed to give them a notice period to leave	151	105	-	91	63	-	-	86	49	71	92	66	75	117	-	125	-
	46%	46%	-	44%	49%	-	-	49%	42%	50%	50%	51%	50%	49%	-	48%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 210

QC3F: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	326	226	-**	208	129	-**	-**	177	117	142	184	129	150	240	-*	263	-**
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	228	153	-	146	89	-	-	123	83	100	131	91	104	169	-	184	-
	70%	68%	-	70%	69%	-	-	69%	71%	70%	71%	71%	69%	70%	-	70%	-
NET: All except single mentions of to give notice/to find out if needed to give notice	278	196	-	182	110	-	-	155	100	121	161	109	130	210	-	230	-
	85%	87%	-	88%	85%	-	-	88%	85%	85%	88%	84%	87%	88%	-	87%	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	236	165	-	154	97	-	-	134	82	103	137	94	113	181	-	199	-
	72%	73%	-	74%	75%	-	-	76%	70%	73%	74%	73%	75%	75%	-	76%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 211

QC3G: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	973	455	518	402	340	231	661	312	664	309	838	78*	40*	17**	973	-**	243	725	243	725	-**	-**
I would have spent more time speaking to my previous provider	95	49	46	55	29	11	68	27	77	18	82	10	2	1	95	-	21	74	21	74	-	-
	10%	11%	9%	14% <sup>ab</sup>	9%	5%	10%	9%	12% <sup>ab</sup>	6%	10%	13%	5%	6%	10%	-	9%	10%	9%	10%	-	-
It would not have changed the amount of time I would have spent speaking to my previous provider	197	102	95	83	68	46	138	59	142	55	167	15	13	2	197	-	49	148	49	148	-	-
	20%	22%	18%	21%	20%	20%	21%	19%	21%	18%	20%	19%	33%	12%	20%	-	20%	20%	20%	20%	-	-
I would have spent less time speaking to my previous provider	615	277	338	236	223	156	415	200	399	216	531	48	23	13	615	-	158	453	158	453	-	-
	63%	61%	65%	59%	66%	68% <sup>ab</sup>	63%	64%	60%	70% <sup>ab</sup>	63%	62%	58%	76%	63%	-	65%	62%	65%	62%	-	-
Don't know	66	27	39	28	20	18	40	26	46	20	58	5	2	1	66	-	15	50	15	50	-	-
	7%	6%	8%	7%	6%	8%	6%	8%	7%	6%	7%	6%	5%	6%	7%	-	6%	7%	6%	7%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 212

QC3G: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	685	-**	571	386	-**	-**	607	262	559	621	514	548	750	-*	821	-**
I would have spent more time speaking to my previous provider	95	-	73	28	-	-	50	36	46	59	42	48	82	-	87	-
10%	10%	-	13%	7%	-	-	8%	14%	8%	10%	8%	9%	11%	-	11%	-
It would not have changed the amount of time I would have spent speaking to my previous provider	197	-	127	65	-	-	115	58	88	108	77	88	143	-	156	-
20%	19%	-	22%	17%	-	-	19%	22%	16%	17%	15%	16%	19%	-	19%	-
I would have spent less time speaking to my previous provider	615	-	332	275	-	-	406	160	387	413	359	374	477	-	526	-
63%	64%	-	58%	71%	-	-	67%	61%	69%	67%	70%	68%	64%	-	64%	-
Don't know	66	-	39	18	-	-	36	8	38	41	36	38	48	-	52	-
7%	6%	-	7%	5%	-	-	6%	3%	7%	7%	7%	7%	6%	-	6%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 213

QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS/online at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	253	129	124	107	87*	59*	178	75*	162	91*	217	21**	11**	4**	253	-**	54*	198	54*	198	-**	-**
Because I should not have to pay anything for this option	168 66%	84	84	68	57	43	116	52	102	66	141	14	11	2	168	-	36	131	36	131	-	-
Because it's not worth paying extra for	122 48%	64	58	62	41	19	87	35	87	35	105	12	3	2	122	-	31	91	31	91	-	-
Other (please type in)	14 6%	11	3	2	7	5	12	2	7	7	14	-	-	-	14	-	2	12	2	12	-	-
Don't know	1 *	-	1	1	-	-	1	-	-	1	1	-	-	-	1	-	1	-	1	-	-	-
	*	-	1%	1%	-	-	1%	-	-	1%	*	-	-	-	*	-	2%	-	2%	-	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 214

QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS/online at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	253	179	-**	145	99*	-**	-**	182	43*	171	176	157	161	198	-*	215	-**
Because I should not have to pay anything for this option	168	121	-	93	68	-	-	121	27	118	121	107	110	134	-	143	-
	66%	68%	-	64%	69%	-	-	66%	63%	69%	69%	68%	68%	68%	-	67%	-
Because it's not worth paying extra for	122	82	-	74	46	-	-	88	23	86	87	81	82	98	-	106	-
	48%	46%	-	51%	46%	-	-	48%	53%	50%	49%	52%	51%	49%	-	49%	-
Other (please type in)	14	12	-	8	5	-	-	10	3	9	10	9	10	12	-	13	-
	6%	7%	-	6%	5%	-	-	5%	7%	5%	6%	6%	6%	6%	-	6%	-
Don't know	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-
	*	1%	-	1%	-	-	-	1%	-	-	-	-	-	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 215

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	959	447	512	394	331	234	647	312	643	316	825	79*	38*	17**	959	-**	241	713	241	713	-**	-**
I definitely wouldn't	142	75	67	57	47	38	107	35	85	57	118	13	7	4	142	-	33	108	33	108	-	-
	15%	17%	13%	14%	14%	16%	17%	11%	13%	18%	14%	16%	18%	24%	15%	-	14%	15%	14%	15%	-	-
I probably wouldn't	111	54	57	50	40	21	71	40	77	34	99	8	4	-	111	-	21	90	21	90	-	-
	12%	12%	11%	13%	12%	9%	11%	13%	12%	11%	12%	10%	11%	-	12%	-	9%	13%	9%	13%	-	-
I possibly would/possibly wouldn't	137	72	65	50	54	33	92	45	90	47	123	8	3	3	137	-	40	96	40	96	-	-
	14%	16%	13%	13%	16%	14%	14%	14%	14%	15%	15%	10%	8%	18%	14%	-	17%	13%	17%	13%	-	-
I probably would	257	101	156	101	86	70	165	92	174	83	221	24	6	6	257	-	62	193	62	193	-	-
	27%	23%	30%	26%	26%	30%	26%	29%	27%	26%	27%	30%	16%	35%	27%	-	26%	27%	26%	27%	-	-
I definitely would	312	145	167	136	104	72	212	100	217	95	264	26	18	4	312	-	85	226	85	226	-	-
	33%	32%	33%	35%	31%	31%	33%	32%	34%	30%	32%	33%	47%	24%	33%	-	35%	32%	35%	32%	-	-
NET: Would	569	246	323	237	190	142	377	192	391	178	485	50	24	10	569	-	147	419	147	419	-	-
	59%	55%	63%	60%	57%	61%	58%	62%	61%	56%	59%	63%	63%	59%	59%	-	61%	59%	61%	59%	-	-
NET: Would/might	706	318	388	287	244	175	469	237	481	225	608	58	27	13	706	-	187	515	187	515	-	-
	74%	71%	76%	73%	74%	75%	72%	76%	75%	71%	74%	73%	71%	76%	74%	-	78%	72%	78%	72%	-	-
NET: Wouldn't	253	129	124	107	87	59	178	75	162	91	217	21	11	4	253	-	54	198	54	198	-	-
	26%	29%	24%	27%	26%	25%	28%	24%	25%	29%	26%	27%	29%	24%	26%	-	22%	28%	22%	28%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 216

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	959															
I definitely wouldn't	142 15%	-	96 17% <sup>d</sup>	44 12%	-	-	104 17% <sup>A</sup>	27 11%	107 19%	110 18%	102 20%	105 19%	117 16%	-	121 15%	-
I probably wouldn't	111 12%	-	49 9%	55 14% <sup>d</sup>	-	-	78 13% <sup>A</sup>	16 6%	64 11%	66 11%	55 11%	56 10%	81 11%	-	94 12%	-
I possibly would/possibly wouldn't	137 14%	-	78 14%	56 15%	-	-	92 15%	27 11%	82 15%	85 14%	75 15%	76 14%	101 14%	-	110 14%	-
I probably would	257 27%	-	146 26%	99 26%	-	-	148 24%	73 29%	144 26%	163 27%	133 26%	143 26%	199 27%	-	217 27%	-
I definitely would	312 33%	-	190 34%	127 33%	-	-	183 30%	110 43% <sup>d</sup>	166 29%	191 31%	152 29%	165 30%	243 33%	-	266 33%	-
NET: Would	569 59%	-	336 60%	226 59%	-	-	331 55%	183 72% <sup>d</sup>	310 55%	354 58%	285 55%	308 57%	442 60%	-	483 60%	-
NET: Would/might	706 74%	-	414 74%	282 74%	-	-	423 70%	210 83% <sup>d</sup>	392 70%	439 71%	360 70%	384 70%	543 73%	-	593 73%	-
NET: Wouldn't	253 26%	-	145 26%	99 26%	-	-	182 30% <sup>A</sup>	43 17%	171 30%	176 29%	157 30%	161 30%	198 27%	-	215 27%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 217

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	959	447	512	394	331	234	647	312	643	316	825	79*	38*	17**	959	-**	241	713	241	713	-**	-**
I definitely wouldn't	174	95	79	72	59	43	129	45	106	68	145	17	7	5	174	-	45	127	45	127	-	-
	18%	21%	15%	18%	18%	18%	20%	14%	16%	22%	18%	22%	18%	29%	18%	-	19%	18%	19%	18%	-	-
I probably wouldn't	191	93	98	81	66	44	127	64	127	64	169	14	6	2	191	-	41	149	41	149	-	-
	20%	21%	19%	21%	20%	19%	20%	21%	20%	20%	20%	18%	16%	12%	20%	-	17%	21%	17%	21%	-	-
I possibly would/ possibly wouldn't	155	65	90	50	54	51	96	59	93	62	134	10	7	4	155	-	51	103	51	103	-	-
	16%	15%	18%	13%	16%	22%	15%	19%	14%	20%	16%	13%	18%	24%	16%	-	21%	14%	21%	14%	-	-
I probably would	243	95	148	102	85	56	153	90	174	69	209	23	8	3	243	-	51	191	51	191	-	-
	25%	21%	23%	26%	26%	24%	24%	29%	27%	22%	25%	29%	21%	18%	25%	-	21%	27%	21%	27%	-	-
I definitely would	196	99	97	89	67	40	142	54	143	53	168	15	10	3	196	-	53	143	53	143	-	-
	20%	22%	19%	23%	20%	17%	22%	17%	22%	17%	20%	19%	26%	18%	20%	-	22%	20%	22%	20%	-	-
NET: Would	439	194	245	191	152	96	295	144	317	122	377	38	18	6	439	-	104	334	104	334	-	-
	46%	43%	48%	48%	46%	41%	46%	46%	48%	39%	46%	48%	47%	35%	46%	-	43%	47%	43%	47%	-	-
NET: Would/might	594	259	335	241	206	147	391	203	410	184	511	48	25	10	594	-	155	437	155	437	-	-
	62%	58%	65%	61%	62%	63%	60%	65%	64%	58%	62%	61%	66%	59%	62%	-	64%	61%	64%	61%	-	-
NET: Wouldn't	365	188	177	153	125	87	256	109	233	132	314	31	13	7	365	-	86	276	86	276	-	-
	38%	42%	35%	39%	38%	37%	40%	35%	36%	42%	38%	39%	34%	41%	38%	-	36%	39%	36%	39%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 218

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	959															
I definitely wouldn't	174 18%	-	113 20%	59 15%	-	-	129 21%	29 11%	121 21%	126 20%	115 22%	118 22%	139 19%	-	145 18%	-
I probably wouldn't	191 20%	-	93 17%	87 21%	-	-	128 21%	38 15%	123 22%	125 20%	107 21%	109 20%	142 19%	-	160 20%	-
I possibly would/possibly wouldn't	155 16%	-	88 16%	61 16%	-	-	100 17%	34 13%	96 17%	103 17%	92 18%	96 18%	122 16%	-	134 17%	-
I probably would	243 25%	-	145 26%	85 22%	-	-	136 22%	77 30%	126 22%	145 24%	117 23%	127 23%	183 25%	-	201 25%	-
I definitely would	196 20%	-	120 21%	89 23%	-	-	112 19%	75 30%	97 17%	116 19%	86 17%	95 17%	155 21%	-	168 21%	-
NET: Would	439 46%	-	265 47%	174 46%	-	-	248 41%	152 80%	223 40%	261 42%	203 39%	222 41%	338 46%	-	369 46%	-
NET: Would/might	594 62%	-	353 63%	235 62%	-	-	348 58%	186 74%	319 57%	364 59%	295 57%	318 58%	460 62%	-	503 62%	-
NET: Wouldn't	365 38%	-	206 37%	146 38%	-	-	257 42%	67 26%	244 43%	251 41%	222 43%	227 42%	281 38%	-	305 38%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 219

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	959	447	512	394	331	234	647	312	643	316	825	79*	38*	17**	959	-**	241	713	241	713	-**	-**
I definitely wouldn't	240	122	118	100	77	63	170	70	146	94	205	21	8	6	240	-	63	175	63	175	-	-
	25%	27%	23%	25%	23%	27%	26%	22%	23%	30% <sup>h</sup>	25%	27%	21%	35%	25%	-	26%	25%	26%	25%	-	-
I probably wouldn't	257	114	143	103	88	66	172	85	170	87	222	23	10	2	257	-	57	198	57	198	-	-
	27%	26%	28%	26%	27%	28%	27%	27%	26%	28%	27%	29%	26%	12%	27%	-	24%	28%	24%	28%	-	-
I possibly would/possibly wouldn't	154	63	91	53	58	43	94	60	95	59	134	9	6	5	154	-	35	118	35	118	-	-
	16%	14%	18%	13%	18%	18%	15%	19%	15%	19%	16%	11%	16%	29%	16%	-	15%	17%	15%	17%	-	-
I probably would	187	84	103	75	66	46	114	73	136	51	159	18	9	1	187	-	48	139	48	139	-	-
	19%	19%	20%	19%	20%	20%	18%	23%	21%	16%	19%	23%	24%	6%	19%	-	20%	19%	20%	19%	-	-
I definitely would	121	64	57	63	42	16	97	24	96	25	105	8	5	3	121	-	38	83	38	83	-	-
	13%	14%	11%	16% <sup>ae</sup>	13% <sup>ae</sup>	7%	15% <sup>g</sup>	8%	15% <sup>h</sup>	8%	13%	10%	13%	18%	13%	-	16%	12%	16%	12%	-	-
NET: Would	308	148	160	138	108	62	211	97	232	76	264	26	14	4	308	-	86	222	86	222	-	-
	32%	33%	31%	35% <sup>ae</sup>	33%	26%	33%	31%	30% <sup>h</sup>	24%	32%	33%	37%	24%	32%	-	36%	31%	36%	31%	-	-
NET: Would/might	462	211	251	191	166	105	305	157	327	135	398	35	20	9	462	-	121	340	121	340	-	-
	48%	47%	49%	48%	50%	45%	47%	50%	51% <sup>h</sup>	43%	48%	44%	53%	53%	48%	-	50%	48%	50%	48%	-	-
NET: Wouldn't	497	236	261	203	165	129	342	155	316	181	427	44	18	8	497	-	120	373	120	373	-	-
	52%	53%	51%	52%	50%	55%	53%	50%	49%	57% <sup>h</sup>	52%	56%	47%	47%	52%	-	50%	52%	50%	52%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 220

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	959															
I definitely wouldn't	240 25%	176 26%	-	150 27%	86 23%	-	605 29%	253 16%	167 30%	615 28%	158 31%	161 30%	187 25%	-	201 25%	-
I probably wouldn't	257 27%	178 26%	-	128 23%	115 31%	-	167 28%	52 21%	167 30%	173 28%	151 29%	154 28%	196 26%	-	219 27%	-
I possibly would/possibly wouldn't	154 16%	105 15%	-	84 15%	62 16%	-	101 17%	37 15%	92 16%	99 16%	83 16%	87 16%	120 16%	-	129 16%	-
I probably would	187 19%	133 20%	-	115 21%	66 17%	-	96 16%	74 29%	88 16%	107 17%	79 15%	91 17%	144 19%	-	156 19%	-
I definitely would	121 13%	87 13%	-	82 15%	52 14%	-	66 11%	49 19%	49 9%	64 10%	46 9%	52 10%	94 13%	-	103 13%	-
NET: Would	308 32%	220 32%	-	197 35%	118 31%	-	162 27%	123 49%	137 24%	171 28%	125 24%	143 26%	238 32%	-	259 32%	-
NET: Would/might	462 48%	325 48%	-	281 50%	180 47%	-	263 43%	160 63%	229 41%	270 44%	208 40%	230 42%	358 48%	-	388 48%	-
NET: Wouldn't	497 52%	354 52%	-	278 50%	201 53%	-	342 57%	93 37%	334 59%	345 56%	309 60%	315 58%	383 52%	-	420 52%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 221

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	959	447	512	394	331	234	647	312	643	316	825	79*	38*	17**	959	-**	241	713	241	713	-**	-**
I definitely wouldn't	350	170	180	138	120	92	236	114	211	139	297	28	16	9	350	-	94	253	94	253	-	-
	36%	38%	35%	35%	36%	39%	36%	37%	33%	44%h	36%	35%	42%	53%	36%	-	39%	35%	39%	35%	-	-
I probably wouldn't	332	142	190	126	112	94	214	118	212	120	290	30	9	3	332	-	73	258	73	258	-	-
	35%	32%	37%	32%	34%	40%e	33%	38%	33%	38%	35%	38%	24%	18%	35%	-	30%	36%	30%	36%	-	-
I possibly would/possibly wouldn't	105	52	53	40	41	24	68	37	79	26	89	6	7	3	105	-	21	83	21	83	-	-
	11%	12%	10%	10%	12%	10%	11%	12%	12%	8%	11%	8%	18%	18%	11%	-	9%	12%	9%	12%	-	-
I probably would	110	54	56	51	40	19	72	38	86	24	91	13	5	1	110	-	35	75	35	75	-	-
	11%	12%	11%	13%	12%	8%	11%	12%	13%	8%	11%	16%	13%	6%	11%	-	15%	11%	15%	11%	-	-
I definitely would	62	29	33	39	18	5	57	5	55	7	58	2	1	1	62	-	18	44	18	44	-	-
	6%	6%	6%	10%ade	5%	2%	9%g	2%	9%h	2%	7%	3%	3%	6%	6%	-	7%	6%	7%	6%	-	-
NET: Would	172	83	89	90	58	24	129	43	141	31	149	15	6	2	172	-	53	119	53	119	-	-
	18%	19%	17%	23%ae	18%ae	10%	20%g	14%	22%h	10%	18%	19%	16%	12%	18%	-	22%	17%	22%	17%	-	-
NET: Would/might	277	135	142	130	99	48	197	80	220	57	238	21	13	5	277	-	74	202	74	202	-	-
	29%	30%	28%	33%ae	30%ae	21%	30%	26%	34%h	18%	29%	27%	34%	29%	29%	-	31%	28%	31%	28%	-	-
NET: Wouldn't	682	312	370	264	232	186	450	232	423	259	587	58	25	12	682	-	167	511	167	511	-	-
	71%	70%	72%	67%	70%	73%ade	70%	74%	66%h	82%h	71%	73%	66%	71%	71%	-	69%	72%	69%	72%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 222

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	959						605	253	563	615	517	545	741	-*	808	-**
I definitely wouldn't	350						252	67	250	258	233	237	282	-	301	-
	36%	38%	-	36%	37%	-	42%A	26%	44%	42%	45%	43%	38%	-	37%	-
I probably wouldn't	332						215	72	204	216	185	193	250	-	281	-
	35%	34%	-	31%	36%	-	30%A	28%	36%	35%	36%	35%	34%	-	35%	-
I possibly would/possibly wouldn't	105						57	37	53	56	46	47	81	-	86	-
	11%	11%	-	12% <sup>d</sup>	8%	-	9%	15% <sup>e</sup>	9%	9%	9%	9%	11%	-	11%	-
I probably would	110						53	46	37	54	37	48	78	-	85	-
	11%	11%	-	13%	10%	-	9%	18% <sup>e</sup>	7%	9%	7%	9%	11%	-	11%	-
I definitely would	62						28	31	19	31	16	20	50	-	55	-
	6%	7%	-	8%	8%	-	5%	12% <sup>e</sup>	3%	5%	3%	4%	7%	-	7%	-
NET: Would	172						81	77	56	85	53	68	128	-	140	-
	18%	18%	-	21%	18%	-	13%	30% <sup>e</sup>	10%	14%	10%	12%	17%	-	17%	-
NET: Would/might	277						138	114	109	141	99	115	209	-	226	-
	29%	29%	-	33% <sup>d</sup>	26%	-	23%	45% <sup>e</sup>	19%	23%	19%	21%	28%	-	28%	-
NET: Wouldn't	682						467	139	454	474	418	430	532	-	582	-
	71%	71%	-	67%	74% <sup>e</sup>	-	77% <sup>e</sup>	55%	81%	77%	81%	79%	72%	-	72%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 223

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	959	447	512	394	331	234	647	312	643	316	825	79*	38*	17**	959	-**	241	713	241	713	-**	-**
I definitely wouldn't	457	217	240	180	155	122	296	161	278	179	387	40	17	13	457	-	114	339	114	339	-	-
	48%	49%	47%	46%	47%	52%	46%	52%	43%	57% <sup>h</sup>	47%	51%	45%	76%	48%	-	47%	48%	47%	48%	-	-
I probably wouldn't	322	143	179	118	115	89	220	102	218	104	281	26	13	2	322	-	71	251	71	251	-	-
	34%	32%	35%	30%	35%	38% <sup>h</sup>	34%	33%	34%	33%	34%	33%	34%	12%	34%	-	29%	35%	29%	35%	-	-
I possibly would/possibly wouldn't	66	31	35	29	23	14	47	19	47	19	55	6	4	1	66	-	18	47	18	47	-	-
	7%	7%	7%	7%	7%	6%	7%	6%	7%	6%	7%	8%	11%	6%	7%	-	7%	7%	7%	7%	-	-
I probably would	78	36	42	41	29	8	52	26	67	11	68	6	4	-	78	-	26	52	26	52	-	-
	8%	8%	8%	10% <sup>h</sup>	9% <sup>h</sup>	3%	8%	8%	10% <sup>h</sup>	3%	8%	8%	11%	-	8%	-	11%	7%	11%	7%	-	-
I definitely would	36	20	16	26	9	1	32	4	33	3	34	1	-	1	36	-	12	24	12	24	-	-
	4%	4%	3%	7% <sup>side</sup>	3% <sup>h</sup>	*	5% <sup>g</sup>	1%	5% <sup>h</sup>	1%	4%	1%	-	6%	4%	-	5%	3%	5%	3%	-	-
NET: Would	114	56	58	67	38	9	84	30	100	14	102	7	4	1	114	-	38	76	38	76	-	-
	12%	13%	11%	17% <sup>side</sup>	11% <sup>h</sup>	4%	13%	10%	16% <sup>h</sup>	4%	12%	9%	11%	6%	12%	-	16% <sup>h</sup>	11%	16% <sup>h</sup>	11%	-	-
NET: Would/might	180	87	93	96	61	23	131	49	147	33	157	13	8	2	180	-	56	123	56	123	-	-
	19%	19%	18%	24% <sup>side</sup>	18% <sup>h</sup>	10%	20%	16%	23% <sup>h</sup>	10%	19%	16%	21%	12%	19%	-	23% <sup>h</sup>	17%	23% <sup>h</sup>	17%	-	-
NET: Wouldn't	779	360	419	298	270	211	516	263	496	283	668	66	30	15	779	-	185	590	185	590	-	-
	81%	81%	82%	76%	82%	90% <sup>h</sup>	80%	84%	77%	90% <sup>h</sup>	81%	84%	79%	88%	81%	-	77%	83% <sup>h</sup>	77%	83% <sup>h</sup>	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 224

QC3A/QC6A: You said you would request your PAC via a free text message / your online account if this method were available. If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	959															
I definitely wouldn't	457 48%	-	264 47%	183 48%	-	-	319 53%	100 40%	321 57%	334 54%	296 57%	303 56%	368 50%	-	394 49%	-
I probably wouldn't	322 34%	-	171 31%	130 34%	-	-	204 34%	72 28%	189 34%	200 33%	170 33%	177 32%	239 32%	-	269 33%	-
I possibly would/possibly wouldn't	66 7%	-	43 8%	19 5%	-	-	33 5%	23 9%	29 5%	31 5%	28 5%	31 6%	50 7%	-	53 7%	-
I probably would	78 8%	-	55 10%	29 8%	-	-	32 5%	41 18%	18 3%	36 6%	18 3%	26 5%	55 7%	-	61 8%	-
I definitely would	36 4%	-	26 5%	20 5%	-	-	17 3%	17 7%	6 1%	14 2%	5 1%	8 1%	29 4%	-	31 4%	-
NET: Would	114 12%	-	81 14%	49 13%	-	-	49 8%	58 23%	24 4%	50 8%	23 4%	34 6%	84 11%	-	92 11%	-
NET: Would/might	180 19%	-	124 22%	68 18%	-	-	82 14%	81 32%	53 9%	81 13%	51 10%	65 12%	134 18%	-	145 18%	-
NET: Wouldn't	779 81%	-	435 78%	313 82%	-	-	523 88%	172 68%	510 91%	534 87%	466 90%	480 88%	607 82%	-	663 82%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 225

QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS/online at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	253	129	124	107	87*	59*	178	75*	162	91*	217	21**	11**	4**	253	-**	54*	198	54*	198	-**	-**
Because I should not have to pay anything for this option	168 66%	84	84	68	57	43	116	52	102	66	141	14	11	2	168	-	36	131	36	131	-	-
Because it's not worth paying extra for	122 48%	64	58	62	41	19	87	35	87	35	105	12	3	2	122	-	31	91	31	91	-	-
Other (please type in)	14 6%	11	3	2	7	5	12	2	7	7	14	-	-	-	14	-	2	12	2	12	-	-
Don't know	1 *	-	1	1	-	-	1	-	-	1	1	-	-	-	1	-	1	-	1	-	-	-
	*	-	1%	1%	-	-	1%	-	-	1%	*	-	-	-	*	-	2%	-	2%	-	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 226

QC3B/QC6B: You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All PAC would not take up Auto-Switch SMS/online at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	253	179	-**	145	99*	-**	-**	182	43*	171	176	157	161	198	-*	215	-**
Because I should not have to pay anything for this option	168	121	-	93	68	-	-	121	27	118	121	107	110	134	-	143	-
	66%	68%	-	64%	69%	-	-	66%	63%	69%	69%	68%	68%	68%	-	67%	-
Because it's not worth paying extra for	122	82	-	74	46	-	-	88	23	86	87	81	82	98	-	106	-
	48%	46%	-	51%	46%	-	-	48%	53%	50%	49%	52%	51%	49%	-	49%	-
Other (please type in)	14	12	-	8	5	-	-	10	3	9	10	9	10	12	-	13	-
	6%	7%	-	6%	5%	-	-	5%	7%	5%	6%	6%	6%	6%	-	6%	-
Don't know	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-
	*	1%	-	1%	-	-	-	1%	-	-	-	-	-	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 227

QC3E/C7: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1058	506	552	444	358	256	719	339	712	346	912	87*	42*	17**	1058	-**	262	791	262	791	-**	-**
I definitely wouldn't	138	67	71	57	53	28	89	49	95	43	118	8	6	6	138	-	32	106	32	106	-	-
	13%	13%	13%	13%	15%	11%	12%	14%	13%	12%	13%	9%	14%	35%	13%	-	12%	13%	12%	13%	-	-
I probably wouldn't	228	99	129	79	81	68	164	64	139	89	196	22	5	5	228	-	63	162	63	162	-	-
	22%	20%	23%	18%	23%	27%	23%	19%	20%	26%	21%	25%	12%	29%	22%	-	24%	20%	24%	20%	-	-
I possibly would/possibly wouldn't	337	163	174	138	121	78	229	108	222	115	295	25	14	3	337	-	83	253	83	253	-	-
	32%	32%	32%	31%	34%	30%	32%	32%	31%	33%	32%	29%	33%	18%	32%	-	32%	32%	32%	32%	-	-
I probably would	249	117	132	116	77	56	157	92	179	70	207	25	14	3	249	-	54	194	54	194	-	-
	24%	23%	24%	26%	22%	22%	22%	27%	25%	20%	23%	29%	33%	18%	24%	-	21%	25%	21%	25%	-	-
I definitely would	106	60	46	54	26	26	80	26	77	29	96	7	3	-	106	-	30	76	30	76	-	-
	10%	12%	8%	12%	7%	10%	11%	8%	11%	8%	11%	8%	7%	-	10%	-	11%	10%	11%	10%	-	-
NET: Would	355	177	178	170	103	82	237	118	256	99	303	32	17	3	355	-	84	270	84	270	-	-
	34%	35%	32%	39%	29%	32%	33%	35%	36%	29%	33%	37%	40%	18%	34%	-	32%	34%	32%	34%	-	-
NET: Would/might	692	340	352	308	224	160	466	226	478	214	598	57	31	6	692	-	167	523	167	523	-	-
	65%	67%	64%	69%	63%	63%	65%	67%	67%	62%	66%	66%	74%	35%	65%	-	64%	66%	64%	66%	-	-
NET: Wouldn't	366	166	200	136	134	96	253	113	234	132	314	30	11	11	366	-	95	268	95	268	-	-
	35%	33%	36%	31%	37%	38%	35%	33%	33%	38%	34%	34%	26%	65%	35%	-	36%	34%	36%	34%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 228

QC3E/C7: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
<b>Total</b>	<b>1058</b>															
Total	748	-**	616	415	-**	-**	645	294	598	666	553	591	803	-*	878	-**
I definitely wouldn't	138	-	77	59	-	-	90	39	89	94	81	84	104	-	120	-
	13%	-	13%	14%	-	-	14%	13%	15%	14%	15%	14%	13%	-	14%	-
I probably wouldn't	228	-	120	104	-	-	161	47	162	168	148	151	192	-	209	-
	22%	-	19%	25%	-	-	25%	16%	27%	25%	27%	26%	24%	-	24%	-
I possibly would/possibly wouldn't	337	-	194	112	-	-	206	75	193	206	180	191	249	-	268	-
	32%	-	31%	27%	-	-	32%	26%	32%	31%	33%	32%	31%	-	31%	-
I probably would	249	-	151	98	-	-	126	93	107	135	98	112	174	-	195	-
	24%	-	25%	24%	-	-	20%	32%	18%	20%	18%	19%	22%	-	22%	-
I definitely would	106	-	74	42	-	-	62	40	47	63	46	53	84	-	86	-
	10%	-	12%	10%	-	-	10%	14%	8%	9%	8%	9%	10%	-	10%	-
NET: Would	355	-	225	140	-	-	188	133	154	198	144	165	258	-	281	-
	34%	-	37%	34%	-	-	29%	45%	26%	30%	26%	28%	32%	-	32%	-
NET: Would/might	692	-	419	252	-	-	394	208	347	404	324	356	507	-	549	-
	65%	-	68%	61%	-	-	61%	71%	58%	61%	59%	60%	63%	-	63%	-
NET: Wouldn't	366	-	197	163	-	-	251	86	251	262	229	235	296	-	329	-
	35%	-	32%	39%	-	-	39%	29%	42%	39%	41%	40%	37%	-	37%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 229

QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS or Auto-Switch Online and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	Ni (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	355	177	178	170	103	82*	237	118	256	99*	303	32*	17**	3**	355	-**	84*	270	84*	270	-**	-**
To give notice	127	68	59	44	46	37	80	47	81	46	103	12	10	2	127	-	26	101	26	101	-	-
	36%	38%	33%	26%	45% <sup>c</sup>	45% <sup>c</sup>	34%	40%	32%	46% <sup>d</sup>	34%	38%	59%	67%	36%	-	31%	37%	31%	37%	-	-
To check that my service had been cancelled	111	53	58	45	31	35	71	40	77	34	88	11	9	3	111	-	30	81	30	81	-	-
	31%	30%	33%	26%	30%	43% <sup>e</sup>	30%	34%	30%	34%	29%	34%	53%	100%	31%	-	36%	30%	36%	30%	-	-
To find out what I needed to do to change provider	57	36	21	26	14	17	39	18	37	20	46	5	5	1	57	-	20	37	20	37	-	-
	16%	20% <sup>f</sup>	12%	15%	14%	21%	16%	15%	14%	20%	15%	16%	29%	33%	16%	-	24% <sup>g</sup>	14%	24% <sup>g</sup>	14%	-	-
To negotiate a better deal	70	34	36	36	18	16	51	19	52	18	64	2	3	1	70	-	13	57	13	57	-	-
	20%	19%	20%	21%	17%	20%	22%	16%	20%	18%	21% <sup>h</sup>	6%	18%	33%	20%	-	15%	21%	15%	21%	-	-
To find out about any charges for ending my contract early	71	40	31	29	20	22	51	20	44	27	60	4	4	3	71	-	14	57	14	57	-	-
	20%	23%	17%	17%	19%	27%	22%	17%	17%	27% <sup>i</sup>	20%	13%	24%	100%	20%	-	17%	21%	17%	21%	-	-
To arrange the 'stop date'	95	50	45	39	26	30	65	30	64	31	80	7	5	3	95	-	21	74	21	74	-	-
	27%	28%	25%	23%	25%	37% <sup>j</sup>	27%	25%	25%	31%	26%	22%	29%	100%	27%	-	25%	27%	25%	27%	-	-
To obtain information about my contract e.g. my usage patterns/spend	34	14	20	17	11	6	23	11	25	9	30	2	2	-	34	-	9	25	9	25	-	-
	10%	8%	11%	10%	11%	7%	10%	9%	10%	9%	10%	6%	12%	-	10%	-	11%	9%	11%	9%	-	-
To find out when my contract ended	87	42	45	38	25	24	61	26	57	30	69	9	8	1	87	-	15	72	15	72	-	-
	25%	24%	25%	22%	24%	29%	26%	22%	22%	30%	23%	28%	47%	33%	25%	-	18%	27%	18%	27%	-	-
To find out if I needed to give them a notice period to leave	67	32	35	26	24	17	46	21	46	21	57	5	4	1	67	-	14	53	14	53	-	-
	19%	18%	20%	15%	23%	21%	19%	18%	18%	21%	19%	16%	24%	33%	19%	-	17%	20%	17%	20%	-	-
To talk about their products and services	35	20	15	22	9	4	25	10	27	8	32	-	2	1	35	-	8	27	8	27	-	-
	10%	11%	8%	13%	9%	5%	11%	8%	11%	8%	11%	-	12%	33%	10%	-	10%	10%	10%	10%	-	-
To check how much my final bill would be	99	44	55	42	31	26	72	27	69	30	85	5	6	3	99	-	26	73	26	73	-	-
	28%	25%	31%	25%	30%	32%	30%	23%	27%	30%	28%	16%	35%	100%	28%	-	31%	27%	31%	27%	-	-
Other (please type in)	3	1	2	1	-	2	1	2	1	2	2	1	-	-	3	-	-	3	-	3	-	-
	1%	1%	1%	1%	-	2%	*	2%	*	2%	1%	3%	-	-	1%	-	-	1%	-	1%	-	-
Don't know/don't recall	9	6	3	3	2	4	4	5	4	5	6	3	-	-	9	-	2	6	2	6	-	-
	3%	3%	2%	2%	2%	5%	2%	4%	2%	5%	2%	9% <sup>k</sup>	-	-	3%	-	2%	2%	2%	2%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 229

QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS or Auto-Switch Online and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	355	177	178	170	103	82*	237	118	256	99*	303	32*	17**	3**	355	-**	84*	270	84*	270	-**	-**
NET: To give notice/To find out if I needed to give them a notice period to leave	161	84	77	60	60	41	106	55	110	51	133	16	10	2	161	-	36	125	36	125	-	-
	45%	47%	43%	35%	58%	50%	45%	47%	43%	52%	44%	50%	59%	67%	45%	-	43%	46%	43%	46%	-	-
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	247	122	125	103	81	63	166	81	177	70	210	21	13	3	247	-	58	189	58	189	-	-
	70%	69%	70%	61%	79%	77%	70%	69%	69%	71%	69%	66%	76%	100%	70%	-	69%	70%	69%	70%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice	305	153	152	150	86	69	208	97	223	82	264	22	16	3	305	-	74	231	74	231	-	-
	86%	86%	85%	88%	83%	84%	88%	82%	87%	83%	87%	69%	94%	100%	86%	-	88%	86%	88%	86%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	257	123	134	127	75	55	177	80	185	72	221	18	15	3	257	-	59	198	59	198	-	-
	72%	69%	75%	75%	73%	67%	75%	68%	72%	73%	73%	56%	88%	100%	72%	-	70%	73%	70%	73%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 230

QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS or Auto-Switch Online and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/ any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	355	250	**	225	140	**	**	188	133	154	198	144	165	258	-*	281	**
To give notice	127	87	-	77	49	-	-	74	40	64	78	63	70	96	-	101	-
	36%	35%	-	34%	35%	-	-	39%	30%	42%	39%	44%	42%	37%	-	36%	-
To check that my service had been cancelled	111	76	-	70	41	-	-	64	38	50	62	47	51	79	-	88	-
	31%	30%	-	31%	29%	-	-	34%	29%	32%	31%	33%	31%	31%	-	31%	-
To find out what I needed to do to change provider	57	37	-	33	25	-	-	35	18	23	31	19	25	42	-	44	-
	16%	15%	-	15%	18%	-	-	19%	14%	15%	16%	13%	15%	16%	-	16%	-
To negotiate a better deal	70	52	-	44	29	-	-	40	23	30	39	33	37	51	-	58	-
	20%	21%	-	20%	21%	-	-	21%	17%	19%	20%	23%	22%	20%	-	21%	-
To find out about any charges for ending my contract early	71	48	-	45	31	-	-	38	30	34	47	33	39	56	-	58	-
	20%	19%	-	20%	22%	-	-	20%	23%	22%	24%	23%	24%	22%	-	21%	-
To arrange the 'stop date'	95	61	-	69	30	-	-	53	37	45	59	43	49	72	-	79	-
	27%	24%	-	31%	21%	-	-	28%	28%	29%	30%	30%	30%	28%	-	28%	-
To obtain information about my contract e.g. my usage patterns/spend	34	28	-	26	15	-	-	12	19	14	19	13	17	29	-	29	-
	10%	11%	-	12%	11%	-	-	6%	14%	9%	10%	9%	10%	11%	-	10%	-
To find out when my contract ended	87	57	-	58	33	-	-	54	26	45	55	41	46	67	-	73	-
	25%	23%	-	26%	24%	-	-	29%	20%	29%	28%	28%	28%	26%	-	26%	-
To find out if I needed to give them a notice period to leave	67	49	-	45	24	-	-	40	22	31	43	28	31	52	-	57	-
	19%	20%	-	20%	17%	-	-	21%	17%	20%	22%	19%	19%	20%	-	20%	-
To talk about their products and services	35	27	-	25	19	-	-	19	13	10	18	10	14	26	-	29	-
	10%	11%	-	11%	14%	-	-	10%	10%	6%	9%	7%	8%	10%	-	10%	-
To check how much my final bill would be	99	79	-	65	39	-	-	55	38	42	53	42	48	70	-	76	-
	28%	32%	-	29%	28%	-	-	29%	29%	27%	27%	29%	29%	27%	-	27%	-
Other (please type in)	3	2	-	2	1	-	-	2	-	2	2	2	2	2	-	2	-
	1%	1%	-	1%	1%	-	-	1%	-	1%	1%	1%	1%	1%	-	1%	-
Don't know/don't recall	9	5	-	4	3	-	-	5	1	3	3	1	1	4	-	6	-
	3%	2%	-	2%	2%	-	-	3%	1%	2%	2%	1%	1%	2%	-	2%	-
NET: To give notice/To find out if I needed to give them a notice period to leave	161	113	-	100	64	-	-	91	54	76	98	72	81	123	-	131	-
	45%	45%	-	44%	46%	-	-	48%	41%	49%	49%	50%	49%	48%	-	47%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 230

QC3F/QC8: And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up Auto-Switch SMS or Auto-Switch Online and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	355	250	**	225	140	-**	-**	188	133	154	198	144	165	258	-*	281	-**
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	247	168	-	159	94	-	-	130	94	110	142	103	116	182	-	197	-
	70%	67%	-	71%	67%	-	-	69%	71%	71%	72%	72%	70%	71%	-	70%	-
NET: All except single mentions of to give notice/to find out if needed to give notice	305	218	-	198	120	-	-	165	115	133	175	124	145	228	-	248	-
	86%	87%	-	88%	86%	-	-	88%	86%	86%	88%	86%	88%	88%	-	88%	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	257	182	-	167	104	-	-	142	94	113	149	107	126	195	-	213	-
	72%	73%	-	74%	74%	-	-	76%	71%	73%	75%	74%	76%	76%	-	76%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 231

QC3G/QC9: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1058	506	552	444	358	256	719	339	712	346	912	87*	42*	17**	1058	-**	262	791	262	791	-**	-**
I would have spent more time speaking to my previous provider	105	55	50	59	33	13	74	31	84	21	92	10	2	1	105	-	23	82	23	82	-	-
	10%	11%	9%	13%	9%	5%	10%	9%	12%	6%	10%	11%	5%	6%	10%	-	9%	10%	9%	10%	-	-
It would not have changed the amount of time I would have spent speaking to my previous provider	236	126	110	100	76	60	165	71	164	72	202	19	13	2	236	-	58	178	58	178	-	-
	22%	25%	20%	23%	21%	23%	23%	21%	23%	21%	22%	22%	31%	12%	22%	-	22%	23%	22%	23%	-	-
I would have spent less time speaking to my previous provider	644	295	349	252	229	163	434	210	417	227	555	52	24	13	644	-	164	476	164	476	-	-
	61%	58%	63%	57%	64%	64%	60%	62%	59%	66%	61%	60%	57%	76%	61%	-	63%	60%	63%	60%	-	-
Don't know	73	30	43	33	20	20	46	27	47	26	63	6	3	1	73	-	17	55	17	55	-	-
	7%	6%	8%	7%	6%	8%	6%	8%	7%	8%	7%	7%	7%	6%	7%	-	6%	7%	6%	7%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 232

QC3G/QC9: How, if at all, do you think this new method of requesting your PAC would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS or would take up Auto-Switch Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	748	-**	616	415	-**	-**	645	294	598	666	553	591	803	-	878	-**
I would have spent more time speaking to my previous provider	105	-	81	30	-	-	55	40	49	62	45	51	88	-	94	-
	10%	-	13% <sup>d</sup>	7%	-	-	9%	14% <sup>d</sup>	8%	9%	8%	9%	11%	-	11%	-
It would not have changed the amount of time I would have spent speaking to my previous provider	236	-	148	78	-	-	132	72	109	130	97	109	167	-	181	-
	22%	-	24% <sup>d</sup>	19%	-	-	20%	24%	18%	20%	18%	18%	21%	-	21%	-
I would have spent less time speaking to my previous provider	644	-	344	288	-	-	418	173	402	432	375	392	498	-	548	-
	61%	-	56%	69% <sup>d</sup>	-	-	65%	59%	67%	65%	68%	66%	62%	-	62%	-
Don't know	73	-	43	19	-	-	40	9	38	42	36	39	50	-	55	-
	7%	-	7%	5%	-	-	6% <sup>d</sup>	3%	6%	6%	7%	7%	6%	-	6%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 233

QD3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	807	398	409	340	268	199	557	250	562	245	699	68*	30*	10**	807	-**	203	602	203	602	-**	-**
I definitely wouldn't	86	47	39	36	35	15	63	23	59	27	72	6	6	2	86	-	16	70	16	70	-	-
	11%	12%	10%	11%	13%	8%	11%	9%	10%	11%	10%	9%	20%	20%	11%	-	8%	12%	8%	12%	-	-
I probably wouldn't	79	42	37	35	26	18	59	20	57	22	70	6	2	1	79	-	15	64	15	64	-	-
	10%	11%	9%	10%	10%	9%	11%	8%	10%	9%	10%	9%	7%	10%	10%	-	7%	11%	7%	11%	-	-
I possibly would/possibly wouldn't	95	48	47	39	30	26	62	33	61	34	81	10	3	1	95	-	25	70	25	70	-	-
	12%	12%	11%	11%	11%	13%	11%	13%	11%	14%	12%	15%	10%	10%	12%	-	12%	12%	12%	12%	-	-
I probably would	242	106	136	101	74	67	156	86	176	66	211	21	6	4	242	-	60	181	60	181	-	-
	30%	27%	33%	30%	28%	34%	28%	34%	31%	27%	30%	31%	20%	40%	30%	-	30%	30%	30%	30%	-	-
I definitely would	305	155	150	129	103	73	217	88	209	96	265	25	13	2	305	-	87	217	87	217	-	-
	38%	39%	37%	38%	38%	37%	39%	35%	37%	39%	38%	37%	43%	20%	38%	-	43%	36%	43%	36%	-	-
NET: Would	547	261	286	230	177	140	373	174	385	162	476	46	19	6	547	-	147	398	147	398	-	-
	68%	66%	70%	68%	66%	70%	67%	70%	69%	66%	68%	68%	63%	60%	68%	-	72%	66%	72%	66%	-	-
NET: Would/might	642	309	333	269	207	166	435	207	446	196	557	56	22	7	642	-	172	468	172	468	-	-
	80%	78%	81%	79%	77%	83%	78%	83%	79%	80%	80%	82%	73%	70%	80%	-	85%	78%	85%	78%	-	-
NET: Wouldn't	165	89	76	71	61	33	122	43	116	49	142	12	8	3	165	-	31	134	31	134	-	-
	20%	22%	19%	21%	23%	17%	22%	17%	21%	20%	20%	18%	27%	30%	20%	-	15%	22%	15%	22%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 234

QD3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	807															
I definitely wouldn't	86 11%	61 11%	-	52 11%	29 9%	-	-	58 12% <sup>A</sup>	16 7%	62 14%	63 12%	58 14%	58 13%	68 11%	-	72 11%
I probably wouldn't	79 10%	56 10%	-	47 10%	32 10%	-	-	54 11% <sup>A</sup>	15 6%	52 11%	54 11%	48 11%	49 11%	60 10%	-	68 10%
I possibly would/possibly wouldn't	95 12%	63 11%	-	53 11%	41 13%	-	-	59 12%	24 10%	59 13%	62 12%	50 12%	53 12%	77 12%	-	81 12%
I probably would	242 30%	171 30%	-	132 28%	98 30%	-	-	126 26%	81 34% <sup>A</sup>	127 28%	140 28%	121 29%	127 28%	185 30%	-	200 30%
I definitely would	305 38%	227 39%	-	190 40%	123 38%	-	-	188 39%	101 43%	155 34%	190 37%	145 34%	164 36%	231 37%	-	256 38%
NET: Would	547 68%	398 69%	-	322 68%	221 68%	-	-	314 65%	182 77% <sup>A</sup>	282 62%	330 65%	266 63%	291 65%	416 67%	-	456 67%
NET: Would/might	642 80%	461 80%	-	375 79%	262 81%	-	-	373 77%	206 87% <sup>A</sup>	341 75%	392 77%	316 75%	344 76%	493 79%	-	537 79%
NET: Wouldn't	165 20%	117 20%	-	99 21%	61 19%	-	-	112 23% <sup>A</sup>	31 13%	114 25%	117 23%	106 25%	107 24%	128 21%	-	140 21%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 235

QD3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	807	398	409	340	268	199	557	250	562	245	699	68*	30*	10**	807	-**	203	602	203	602	-**	-**
I definitely wouldn't	114	63	51	45	44	25	79	35	74	40	98	7	7	2	114	-	26	88	26	88	-	-
	14%	16%	12%	13%	16%	13%	14%	14%	13%	16%	14%	10%	23%	20%	14%	-	13%	15%	13%	15%	-	-
I probably wouldn't	115	59	56	52	37	26	90	25	83	32	101	10	2	2	115	-	20	94	20	94	-	-
	14%	15%	14%	15%	14%	13%	16%	10%	15%	13%	14%	15%	7%	20%	14%	-	10%	16%	10%	16%	-	-
I possibly would/possibly wouldn't	137	63	74	53	47	37	86	51	95	42	120	14	2	1	137	-	38	99	38	99	-	-
	17%	16%	18%	16%	18%	19%	15%	20%	17%	17%	17%	21%	7%	10%	17%	-	19%	16%	19%	16%	-	-
I probably would	242	116	126	97	75	70	154	88	170	72	204	23	11	4	242	-	60	181	60	181	-	-
	30%	29%	31%	29%	28%	35%	28%	35%	30%	29%	29%	34%	37%	40%	30%	-	30%	30%	30%	30%	-	-
I definitely would	199	97	102	93	65	41	148	51	140	59	176	14	8	1	199	-	59	140	59	140	-	-
	25%	24%	25%	27%	24%	21%	27%	20%	25%	24%	25%	21%	27%	10%	25%	-	29%	23%	29%	23%	-	-
NET: Would	441	213	228	190	140	111	302	139	310	131	380	37	19	5	441	-	119	321	119	321	-	-
	55%	54%	56%	56%	52%	56%	54%	56%	55%	53%	54%	54%	63%	50%	55%	-	59%	53%	59%	53%	-	-
NET: Would/might	578	276	302	243	187	148	388	190	405	173	500	51	21	6	578	-	157	420	157	420	-	-
	72%	69%	74%	71%	70%	74%	70%	76%	72%	71%	72%	75%	70%	60%	72%	-	77%	70%	77%	70%	-	-
NET: Wouldn't	229	122	107	97	81	51	169	60	157	72	199	17	9	4	229	-	46	182	46	182	-	-
	28%	31%	26%	29%	30%	26%	30%	24%	28%	29%	28%	25%	30%	40%	28%	-	23%	30%	23%	30%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 236

QD3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	807															
I definitely wouldn't	114 14%	78 13%	-	68 14%	40 12%	-	79 16%	19 8%	82 18%	84 17%	74 18%	74 16%	90 14%	-	96 14%	-
I probably wouldn't	115 14%	79 14%	-	62 13%	52 16%	-	76 16%	28 12%	78 17%	81 16%	75 18%	76 17%	94 15%	-	103 15%	-
I possibly would/possibly wouldn't	137 17%	98 17%	-	81 17%	53 16%	-	80 16%	39 16%	86 19%	90 18%	80 19%	84 19%	111 18%	-	119 18%	-
I probably would	242 30%	174 30%	-	137 29%	93 29%	-	128 26%	80 34%	111 24%	130 26%	103 24%	114 25%	173 28%	-	191 28%	-
I definitely would	199 25%	149 26%	-	126 27%	85 26%	-	122 25%	71 30%	98 22%	124 24%	90 21%	103 23%	153 25%	-	168 25%	-
NET: Would	441 55%	323 56%	-	263 55%	178 55%	-	250 52%	151 64%	209 46%	254 50%	193 46%	217 48%	326 52%	-	359 53%	-
NET: Would/might	578 72%	421 73%	-	344 73%	231 72%	-	330 68%	190 80%	295 65%	344 68%	273 65%	301 67%	437 70%	-	478 71%	-
NET: Wouldn't	229 28%	157 27%	-	130 27%	92 28%	-	155 32%	47 20%	160 35%	165 32%	149 35%	150 33%	184 30%	-	199 29%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 237

QD3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	807	398	409	340	268	199	557	250	562	245	699	68*	30*	10**	807	-**	203	602	203	602	-**	-**
I definitely wouldn't	160	84	76	56	59	45	110	50	96	64	135	15	7	3	160	-	33	127	33	127	-	-
	20%	21%	19%	16%	22%	23%	20%	20%	17%	26% <sup>h</sup>	19%	22%	23%	30%	20%	-	16%	21%	16%	21%	-	-
I probably wouldn't	172	80	92	77	54	41	129	43	124	48	149	16	5	2	172	-	40	131	40	131	-	-
	21%	20%	22%	23%	20%	21%	23%	17%	22%	20%	21%	24%	17%	20%	21%	-	20%	22%	20%	22%	-	-
I possibly would/possibly wouldn't	150	80	70	59	48	43	94	56	100	50	131	14	4	1	150	-	34	116	34	116	-	-
	19%	20%	17%	17%	18%	22%	17%	22%	18%	20%	19%	21%	13%	10%	19%	-	17%	19%	17%	19%	-	-
I probably would	194	87	107	80	62	52	123	71	146	48	167	14	9	4	194	-	57	136	57	136	-	-
	24%	22%	26%	24%	23%	26%	22%	28%	26%	20%	24%	21%	30%	40%	24%	-	28%	23%	28%	23%	-	-
I definitely would	131	67	64	68	45	18	101	30	96	35	117	9	5	-	131	-	39	92	39	92	-	-
	16%	17%	16%	20% <sup>e</sup>	17% <sup>d</sup>	9%	18% <sup>g</sup>	12%	17%	14%	17%	13%	17%	-	16%	-	19%	15%	19%	15%	-	-
NET: Would	325	154	171	148	107	70	224	101	242	83	284	23	14	4	325	-	96	228	96	228	-	-
	40%	39%	42%	44%	40%	35%	40%	40%	43% <sup>h</sup>	34%	41%	34%	47%	40%	40%	-	47% <sup>d</sup>	38%	47% <sup>e</sup>	38%	-	-
NET: Would/might	475	234	241	207	155	113	318	157	342	133	415	37	18	5	475	-	130	344	130	344	-	-
	59%	59%	59%	61%	58%	57%	57%	63%	61%	54%	59%	54%	60%	50%	59%	-	64%	57%	64%	57%	-	-
NET: Wouldn't	332	164	168	133	113	86	239	93	220	112	284	31	12	5	332	-	73	258	73	258	-	-
	41%	41%	41%	39%	42%	43%	43%	37%	39%	46%	41%	46%	40%	50%	41%	-	36%	43%	36%	43%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 238

QD3A: You said you would use this method of switching if it was available. If, instead of being free, there had been a charge to use this method of [£2] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	807															
I definitely wouldn't	160 20%	112 19%	-	98 21%	56 17%	-	-	105 22% <b>A</b>	34 14%	117 26%	119 23%	106 25%	106 24%	130 21%	-	137 20%
I probably wouldn't	172 21%	123 21%	-	87 18%	79 24% <b>A</b>	-	-	116 24% <b>A</b>	36 15%	112 25%	117 23%	107 25%	110 24%	138 22%	-	151 22%
I possibly would/possibly wouldn't	150 19%	103 18%	-	90 19%	53 16%	-	-	84 17%	47 20%	82 18%	88 17%	76 18%	81 18%	109 18%	-	122 18%
I probably would	194 24%	143 25%	-	114 24%	75 23%	-	-	106 22%	67 28%	90 20%	106 21%	82 19%	91 20%	141 23%	-	154 23%
I definitely would	131 16%	97 17%	-	85 18%	60 19%	-	-	74 15%	53 22% <b>A</b>	54 12%	79 16%	51 12%	63 14%	103 17%	-	113 17%
NET: Would	325 40%	240 42%	-	199 42%	135 42%	-	-	180 37%	120 31% <b>A</b>	144 32%	185 36%	133 32%	154 34%	244 39%	-	267 39%
NET: Would/might	475 59%	343 59%	-	289 61%	188 58%	-	-	264 54%	167 70% <b>A</b>	226 50%	273 54%	209 50%	235 52%	353 57%	-	389 57%
NET: Wouldn't	332 41%	235 41%	-	185 39%	135 42%	-	-	221 48% <b>A</b>	70 30%	229 50%	236 46%	213 50%	216 48%	268 43%	-	288 43%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 239

QD3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	807	398	409	340	268	199	557	250	562	245	699	68*	30*	10**	807	-**	203	602	203	602	-**	-**
I definitely wouldn't	240	128	112	84	89	67	165	75	154	86	208	20	8	4	240	-	53	187	53	187	-	-
	30%	32%	27%	25%	33% <sup>ac</sup>	34% <sup>ac</sup>	30%	30%	27%	35% <sup>ah</sup>	30%	29%	27%	40%	30%	-	26%	31%	26%	31%	-	-
I probably wouldn't	260	125	135	109	81	70	177	83	176	84	222	26	8	4	260	-	64	195	64	195	-	-
	32%	31%	33%	32%	30%	35%	32%	33%	31%	34%	32%	38%	27%	40%	32%	-	32%	32%	32%	32%	-	-
I possibly would/ possibly wouldn't	114	56	58	40	35	39	76	38	76	38	97	9	6	2	114	-	30	83	30	83	-	-
	14%	14%	14%	12%	13%	20% <sup>ac</sup>	14%	15%	14%	16%	14%	13%	20%	20%	14%	-	15%	14%	15%	14%	-	-
I probably would	113	45	68	59	39	15	72	41	91	22	100	8	5	-	113	-	30	83	30	83	-	-
	14%	11%	17% <sup>ba</sup>	17% <sup>ba</sup>	15% <sup>ba</sup>	8%	13%	16%	16% <sup>ba</sup>	9%	14%	12%	17%	-	14%	-	15%	14%	15%	14%	-	-
I definitely would	80	44	36	48	24	8	67	13	65	15	72	5	3	-	80	-	26	54	26	54	-	-
	10%	11%	9%	14% <sup>ba</sup>	9% <sup>ba</sup>	4%	12% <sup>ba</sup>	5%	12% <sup>ba</sup>	6%	10%	7%	10%	-	10%	-	13%	9%	13%	9%	-	-
NET: Would	193	89	104	107	63	23	139	54	156	37	172	13	8	-	193	-	56	137	56	137	-	-
	24%	22%	25%	31% <sup>ba</sup>	24% <sup>ba</sup>	12%	25%	22%	20% <sup>ba</sup>	15%	25%	19%	27%	-	24%	-	28%	23%	28%	23%	-	-
NET: Would/might	307	145	162	147	98	62	215	92	232	75	269	22	14	2	307	-	86	220	86	220	-	-
	38%	36%	40%	43% <sup>ba</sup>	37%	31%	39%	37%	41% <sup>ba</sup>	31%	38%	32%	47%	20%	38%	-	42%	37%	42%	37%	-	-
NET: Wouldn't	500	253	247	193	170	137	342	158	330	170	430	46	16	8	500	-	117	382	117	382	-	-
	62%	64%	60%	57%	63% <sup>ba</sup>	63% <sup>ba</sup>	61%	63%	59% <sup>ba</sup>	68% <sup>ba</sup>	62%	68%	53%	80%	62%	-	58%	63%	58%	63%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 240

QD3A: You said you would use this method of switching if it was available. If, instead of being free, there had been a charge to use this method of [£5] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R			Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)		Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/any in-store/web-chat (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C)
Total	807	578	-**	474	323	-**	-**	485	237	455	509	422	451	621	-*	677	-**
I definitely wouldn't	240	172	-	144	87	-	-	157	53	164	166	153	153	187	-	201	-
	30%	30%	-	30%	27%	-	-	32%	22%	36%	33%	36%	34%	30%	-	30%	-
I probably wouldn't	260	182	-	134	112	-	-	162	64	162	173	152	159	206	-	225	-
	32%	31%	-	28%	35%	-	-	33%	27%	36%	34%	36%	35%	33%	-	33%	-
I possibly would/possibly wouldn't	114	84	-	70	43	-	-	64	39	68	70	58	60	86	-	96	-
	14%	15%	-	15%	13%	-	-	13%	16%	15%	14%	14%	13%	14%	-	14%	-
I probably would	113	79	-	68	45	-	-	61	43	37	56	37	48	79	-	85	-
	14%	14%	-	14%	14%	-	-	13%	18%	8%	11%	9%	11%	13%	-	13%	-
I definitely would	80	61	-	58	36	-	-	41	38	24	44	22	31	63	-	70	-
	10%	11%	-	12%	11%	-	-	8%	16%	5%	9%	5%	7%	10%	-	10%	-
NET: Would	193	140	-	126	81	-	-	102	81	61	100	59	79	142	-	155	-
	24%	24%	-	27%	25%	-	-	21%	34%	13%	20%	14%	18%	23%	-	23%	-
NET: Would/might	307	224	-	196	124	-	-	166	120	129	170	117	139	228	-	251	-
	38%	39%	-	41%	38%	-	-	34%	51%	28%	33%	28%	31%	37%	-	37%	-
NET: Wouldn't	500	354	-	278	199	-	-	319	117	326	339	305	312	393	-	426	-
	62%	61%	-	59%	62%	-	-	66%	49%	72%	67%	72%	69%	63%	-	63%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 241

QD3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	807	398	409	340	268	199	557	250	562	245	699	68*	30*	10**	807	-**	203	602	203	602	-**	-**
I definitely wouldn't	309	158	151	109	110	90	209	100	195	114	268	27	10	4	309	-	67	241	67	241	-	-
	38%	40%	37%	32%	41% <sup>ac</sup>	45% <sup>ac</sup>	38%	40%	35%	47% <sup>ah</sup>	38%	40%	33%	40%	38%	-	33%	40%	33%	40%	-	-
I probably wouldn't	294	136	158	120	94	80	199	95	202	92	250	29	9	6	294	-	80	213	80	213	-	-
	36%	34%	39%	35%	35%	40%	36%	38%	36%	38%	36%	43%	30%	60%	36%	-	39%	35%	39%	35%	-	-
I possibly would/possibly wouldn't	76	40	36	39	21	16	55	21	58	18	64	6	6	-	76	-	14	62	14	62	-	-
	9%	10%	9%	11%	8%	8%	10%	8%	10%	7%	9%	9%	20% <sup>aj</sup>	-	9%	-	7%	10%	7%	10%	-	-
I probably would	84	38	46	45	29	10	55	29	68	16	75	5	4	-	84	-	23	61	23	61	-	-
	10%	10%	11%	13% <sup>ae</sup>	11% <sup>ae</sup>	5%	10%	12%	12% <sup>ae</sup>	7%	11%	7%	13%	-	10%	-	11%	10%	11%	10%	-	-
I definitely would	44	26	18	27	14	3	39	5	39	5	42	1	1	-	44	-	19	25	19	25	-	-
	5%	7%	4%	8% <sup>ae</sup>	5% <sup>ae</sup>	2%	7% <sup>ag</sup>	2%	7% <sup>ae</sup>	2%	6%	1%	3%	-	5%	-	9% <sup>ad</sup>	4%	9% <sup>ad</sup>	4%	-	-
NET: Would	128	64	64	72	43	13	94	34	107	21	117	6	5	-	128	-	42	86	42	86	-	-
	16%	16%	16%	21% <sup>ae</sup>	16% <sup>ae</sup>	7%	17%	14%	18% <sup>ae</sup>	9%	17%	9%	17%	-	16%	-	21% <sup>ad</sup>	14%	21% <sup>ad</sup>	14%	-	-
NET: Would/might	204	104	100	111	64	29	149	55	165	39	181	12	11	-	204	-	56	148	56	148	-	-
	25%	26%	24%	33% <sup>ade</sup>	24% <sup>ae</sup>	15%	27%	22%	29% <sup>ae</sup>	16%	26%	18%	37% <sup>ah</sup>	-	25%	-	28%	25%	28%	25%	-	-
NET: Wouldn't	603	294	309	229	204	170	408	195	397	206	518	56	19	10	603	-	147	454	147	454	-	-
	75%	74%	76%	67%	76% <sup>ac</sup>	65% <sup>ad</sup>	73%	78%	71%	84% <sup>ah</sup>	74%	62% <sup>aj</sup>	63%	100%	75%	-	72%	75%	72%	75%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 242

QD3A: You said you would use this method of switching if it was available. If, instead of being free, there had been a charge to use this method of [£10] how likely would be to use this method rather than the way you switched last time you switched?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	807															
I definitely wouldn't	309															
	38%															
I probably wouldn't	294															
	36%															
I possibly would/possibly wouldn't	76															
	9%															
I probably would	84															
	10%															
I definitely would	44															
	5%															
NET: Would	128															
	16%															
NET: Would/might	204															
	25%															
NET: Wouldn't	603															
	75%															

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 243

QD3B: You said you would not use this method of switching if there was a 50p charge. Why do you say this?

Base : All PAC would not take up GPL at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	165	89*	76*	71*	61*	33*	122	43*	116	49*	142	12**	8**	3**	165	-**	31*	134	31*	134	-**	-**
Because I should not have to pay anything for this option	109	61	48	42	44	23	79	30	71	38	92	7	7	3	109	-	20	89	20	89	-	-
	66%	69%	63%	59%	72%	70%	65%	70%	61%	78%	65%	58%	88%	100%	66%	-	65%	66%	65%	66%	-	-
Because it's not worth paying extra for	77	40	37	40	23	14	56	21	58	19	67	7	3	-	77	-	18	59	18	59	-	-
	47%	45%	49%	58%	38%	42%	46%	49%	50%	39%	47%	58%	38%	-	47%	-	58%	44%	58%	44%	-	-
Other (please type in)	8	6	2	1	6	1	6	2	7	1	8	-	-	-	8	-	2	6	2	6	-	-
	5%	7%	3%	1%	10%	3%	5%	5%	6%	2%	6%	-	-	-	5%	-	6%	4%	6%	4%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 244

QD3B: You said you would not use this method of switching if there was a 50p charge. Why do you say this?

Base : All PAC would not take up GPL at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	165	117	-**	99*	61*	-**	-**	112	31*	114	117	106	107	128	-*	140	-**
Because I should not have to pay anything for this option	109	75	-	62	46	-	-	75	22	75	77	72	73	86	-	93	-
	66%	64%	-	63%	75%	-	-	67%	71%	66%	66%	68%	68%	67%	-	66%	-
Because it's not worth paying extra for	77	54	-	46	27	-	-	54	11	57	58	51	51	62	-	69	-
	47%	46%	-	46%	44%	-	-	48%	35%	50%	50%	48%	48%	48%	-	49%	-
Other (please type in)	8	7	-	4	3	-	-	4	2	6	6	6	6	7	-	7	-
	5%	6%	-	4%	5%	-	-	4%	6%	5%	5%	6%	6%	5%	-	5%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 245

QD4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	829	410	419	351	275	203	573	256	577	252	715	71*	33*	10**	829	-**	208	619	208	619	-**	-**
I definitely wouldn't	113	57	56	34	49	30	76	37	74	39	98	9	3	3	113	-	33	80	33	80	-	-
	14%	14%	13%	10%	18% <sup>nc</sup>	15%	13%	14%	13%	15%	14%	13%	9%	30%	14%	-	16%	13%	16%	13%	-	-
I probably wouldn't	221	93	128	82	76	63	158	63	142	79	188	18	8	7	221	-	49	172	49	172	-	-
	27%	23%	31% <sup>nc</sup>	23%	28%	31% <sup>nc</sup>	28%	25%	25%	31% <sup>nc</sup>	26%	25%	24%	70%	27%	-	24%	28%	24%	28%	-	-
I possibly would/possibly wouldn't	198	101	97	82	71	45	131	67	141	57	171	19	8	-	198	-	52	144	52	144	-	-
	24%	25%	23%	23%	26%	22%	23%	26%	24%	23%	24%	27%	24%	-	24%	-	25%	23%	25%	23%	-	-
I probably would	200	104	96	104	53	43	139	61	145	55	171	20	9	-	200	-	45	155	45	155	-	-
	24%	25%	23%	30% <sup>nc</sup>	19%	21%	24%	24%	25%	22%	24%	28%	27%	-	24%	-	22%	25%	22%	25%	-	-
I definitely would	97	55	42	49	26	22	69	28	75	22	87	5	5	-	97	-	29	68	29	68	-	-
	12%	13%	10%	14%	9%	11%	12%	11%	13%	9%	12%	7%	15%	-	12%	-	14%	11%	14%	11%	-	-
NET: Would	297	159	138	153	79	65	208	89	220	77	258	25	14	-	297	-	74	223	74	223	-	-
	36%	39%	33%	44% <sup>nc</sup>	29%	32%	36%	35%	38% <sup>nc</sup>	31%	36%	35%	42%	-	36%	-	36%	36%	36%	36%	-	-
NET: Would/might	495	260	235	235	150	110	339	156	361	134	429	44	22	-	495	-	126	367	126	367	-	-
	60%	63% <sup>nc</sup>	56%	67% <sup>nc</sup>	55%	54%	59%	61%	63% <sup>nc</sup>	53%	60%	62%	67%	-	60%	-	61%	59%	61%	59%	-	-
NET: Wouldn't	334	150	184	116	125	93	234	100	216	118	286	27	11	10	334	-	82	252	82	252	-	-
	40%	37%	44% <sup>nc</sup>	33%	45% <sup>nc</sup>	46% <sup>nc</sup>	41%	39%	37%	47% <sup>nc</sup>	40%	38%	33%	100%	40%	-	39%	41%	39%	41%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 246

QD4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	829															
I definitely wouldn't	113 14%	-	488 10%	330 18%	-	-	497 18%	243 10%	462 16%	519 15%	430 16%	459 15%	635 13%	-	693 14%	-
I probably wouldn't	221 27%	-	111 23%	106 3%	-	-	141 28%	53 22%	152 33%	156 30%	140 33%	141 31%	185 29%	-	196 28%	-
I possibly would/possibly wouldn't	198 24%	136 23%	124 25%	59 18%	-	-	116 23%	51 21%	113 24%	121 23%	96 22%	101 22%	145 23%	-	157 23%	-
I probably would	200 24%	140 24%	134 27%	70 21%	-	-	106 21%	77 32%	88 19%	115 22%	91 21%	108 24%	150 24%	-	164 24%	-
I definitely would	97 12%	81 14%	70 14%	35 11%	-	-	56 11%	37 15%	36 8%	51 10%	35 8%	40 9%	75 12%	-	80 12%	-
NET: Would	297 36%	221 37%	204 42%	105 32%	-	-	162 33%	114 47%	124 27%	166 32%	126 29%	148 32%	225 35%	-	244 35%	-
NET: Would/might	495 60%	357 60%	328 67%	164 50%	-	-	278 56%	165 68%	237 51%	287 55%	222 52%	249 54%	370 58%	-	401 58%	-
NET: Wouldn't	334 40%	238 40%	160 33%	166 50%	-	-	219 44%	78 32%	225 49%	232 45%	208 48%	210 46%	265 42%	-	292 42%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 247

QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up GPL and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	297	159	138	153	79*	65*	208	89*	220	77*	258	25**	14**	-**	297	-**	74*	223	74*	223	-**	-**
To give notice	91	48	43	40	25	26	69	22	65	26	75	9	7	-	91	-	20	71	20	71	-	-
	31%	30%	31%	26%	32%	40%	33%	25%	30%	34%	29%	36%	50%	-	31%	-	27%	32%	27%	32%	-	-
To check that my service had been cancelled	88	47	41	39	30	19	61	27	65	23	76	9	3	-	88	-	27	61	27	61	-	-
	30%	30%	30%	25%	38%	29%	29%	30%	30%	30%	29%	36%	21%	-	30%	-	36%	27%	36%	27%	-	-
To check how much my final bill would be	83	40	43	39	27	17	57	26	56	27	70	8	5	-	83	-	18	65	18	65	-	-
	28%	25%	31%	25%	34%	26%	27%	29%	25%	35%	27%	32%	36%	-	28%	-	24%	29%	24%	29%	-	-
To find out when my contract ended	69	40	29	31	19	19	45	24	49	20	60	5	4	-	69	-	15	54	15	54	-	-
	23%	25%	21%	20%	24%	29%	22%	27%	22%	26%	23%	20%	29%	-	23%	-	20%	24%	20%	24%	-	-
To negotiate a better deal	66	33	33	30	25	11	50	16	50	16	61	3	2	-	66	-	16	50	16	50	-	-
	22%	21%	24%	20%	32%	17%	24%	18%	23%	21%	24%	12%	14%	-	22%	-	22%	22%	22%	22%	-	-
To find out if I needed to give them a notice period to leave	60	32	28	25	22	13	46	14	47	13	51	4	5	-	60	-	13	47	13	47	-	-
	20%	20%	20%	16%	28%	20%	22%	16%	21%	17%	20%	16%	36%	-	20%	-	18%	21%	18%	21%	-	-
To arrange the 'stop date'	58	32	26	30	13	15	47	11	45	13	52	4	2	-	58	-	15	43	15	43	-	-
	20%	20%	19%	20%	16%	23%	22%	12%	20%	17%	20%	16%	14%	-	20%	-	20%	19%	20%	19%	-	-
To find out what I needed to do to change provider	51	35	16	27	9	15	44	7	38	13	46	3	2	-	51	-	15	36	15	36	-	-
	17%	22%	12%	18%	11%	23%	21%	8%	17%	17%	18%	12%	14%	-	17%	-	20%	16%	20%	16%	-	-
To find out about any charges for ending my contract early	49	28	21	25	13	11	38	11	34	15	44	2	3	-	49	-	11	38	11	38	-	-
	16%	18%	15%	16%	16%	17%	18%	12%	15%	19%	17%	8%	21%	-	16%	-	15%	17%	15%	17%	-	-
To talk about their products and services	48	28	20	29	15	4	33	15	39	9	44	3	1	-	48	-	13	35	13	35	-	-
	16%	18%	14%	19%	19%	6%	16%	17%	18%	12%	17%	12%	7%	-	16%	-	18%	16%	18%	16%	-	-
To obtain information about my contract e.g. my usage patterns/spend	34	17	17	19	11	4	29	5	28	6	31	1	2	-	34	-	10	24	10	24	-	-
	11%	11%	12%	12%	14%	6%	14%	6%	13%	8%	12%	4%	14%	-	11%	-	14%	11%	14%	11%	-	-
Other (please type in)	5	3	2	2	-	3	3	2	2	3	3	1	1	-	5	-	1	4	1	4	-	-
	2%	2%	1%	1%	-	5%	1%	2%	1%	4%	1%	4%	7%	-	2%	-	1%	2%	1%	2%	-	-
Don't know/don't recall	5	1	4	1	2	2	2	3	3	2	4	1	-	-	5	-	1	4	1	4	-	-
	2%	1%	3%	1%	3%	3%	1%	3%	1%	3%	2%	4%	-	-	2%	-	1%	2%	1%	2%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 247

QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up GPL and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	297	159	138	153	79*	65*	208	89*	220	77*	258	25**	14**	-**	297	-**	74*	223	74*	223	-**	-**
NET: To give notice/To find out if I needed to give them a notice period to leave	128	65	63	59	36	33	98	30	93	35	107	11	10	-	128	-	26	102	26	102	-	-
	43%	41%	46%	39%	46%	51%	47% <sup>q</sup>	34%	42%	45%	41%	44%	71%	-	43%	-	35%	46%	35%	46%	-	-
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	204	105	99	102	52	50	151	53	151	53	177	17	10	-	204	-	48	156	48	156	-	-
	69%	66%	72%	67%	66%	77%	72% <sup>q</sup>	60%	69%	69%	69%	68%	71%	-	69%	-	65%	70%	65%	70%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice	269	147	122	140	73	56	191	78	203	66	237	21	11	-	269	-	70	199	70	199	-	-
	91%	92%	88%	92%	92%	86%	92%	88%	92%	86%	92%	84%	79%	-	91%	-	95%	89%	95%	89%	-	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	222	115	107	115	66	41	160	62	167	55	193	18	11	-	222	-	58	164	58	164	-	-
	75%	72%	78%	75%	84% <sup>q</sup>	63%	77%	70%	76%	71%	75%	72%	79%	-	75%	-	78%	74%	78%	74%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 248

QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up GPL and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	297															
To give notice	91 31%	221 31%	**	204 32%	105 31%	-	-	162 33%	114 29%	124 32%	166 32%	126 32%	148 32%	225 30%	-	244 31%
To check that my service had been cancelled	88 30%	59 27%	-	55 27%	36 34%	-	-	53 33%	27 24%	38 31%	51 31%	42 33%	50 34%	67 30%	-	75 31%
To check how much my final bill would be	83 28%	64 29%	-	59 29%	31 30%	-	-	47 29%	30 26%	34 27%	47 28%	36 29%	42 28%	66 29%	-	70 29%
To find out when my contract ended	69 23%	51 23%	-	56 27%	20 19%	-	-	40 25%	23 20%	31 25%	40 24%	33 26%	37 25%	54 24%	-	57 23%
To negotiate a better deal	66 22%	52 24%	-	47 23%	25 24%	-	-	36 22%	21 18%	29 23%	41 25%	31 25%	38 26%	50 22%	-	57 23%
To find out if I needed to give them a notice period to leave	60 20%	43 19%	-	44 22%	21 20%	-	-	30 19%	23 20%	27 22%	40 24%	27 21%	34 23%	50 22%	-	53 22%
To arrange the 'stop date'	58 20%	41 19%	-	49 31%	14 13%	-	-	30 19%	23 20%	20 16%	32 19%	20 16%	25 17%	42 19%	-	48 20%
To find out what I needed to do to change provider	51 17%	35 16%	-	30 15%	25 24%	-	-	24 15%	24 21%	17 14%	26 16%	17 13%	21 14%	37 16%	-	38 16%
To find out about any charges for ending my contract early	49 16%	33 15%	-	38 19%	15 14%	-	-	27 17%	18 16%	20 16%	29 17%	20 16%	25 17%	38 17%	-	39 16%
To talk about their products and services	48 16%	32 14%	-	40 20%	18 17%	-	-	27 17%	18 16%	14 11%	27 16%	17 13%	23 16%	37 16%	-	41 17%
To obtain information about my contract e.g. my usage patterns/spend	34 11%	24 11%	-	25 12%	15 14%	-	-	12 7%	19 17%	9 7%	16 10%	10 8%	13 9%	30 13%	-	31 13%
Other (please type in)	5 2%	5 2%	-	5 2%	-	-	-	4 2%	1 1%	3 2%	3 2%	2 2%	2 1%	4 2%	-	4 2%
Don't know/don't recall	5 2%	4 2%	-	3 1%	1 1%	-	-	3 2%	-	3 2%	3 2%	3 2%	3 2%	3 1%	-	3 1%
NET: To give notice/To find out if I needed to give them a notice period to leave	128 43%	96 43%	-	89 44%	49 47%	-	-	71 44%	48 42%	57 46%	78 47%	57 45%	68 46%	100 44%	-	109 45%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 248

QD5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All PAC switched in the last 18 months, would take up GPL and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	297	221	**	204	105	-**	-**	162	114	124	166	126	148	225	-*	244	-**
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	204 69%	146 66%	-	143 70%	71 68%	-	-	109 67%	79 69%	86 69%	117 70%	89 71%	105 71%	155 69%	-	172 70%	-
NET: All except single mentions of to give notice/to find out if needed to give notice	269 91%	200 90%	-	186 91%	98 93%	-	-	146 90%	104 91%	109 88%	151 91%	113 90%	135 91%	207 92%	-	225 92%	-
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	222 75%	164 74%	-	162 79%	78 74%	-	-	119 73%	86 75%	84 68%	122 73%	89 71%	108 73%	170 76%	-	185 76%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 249

QD6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	410	419	351	275	203	573	256	577	252	715	71*	33*	10**	829	-**	208	619	208	619	-**	-**
I would have spent less time speaking to my previous provider	486	226	260	181	176	129	334	152	309	177	412	49	16	9	486	-	125	360	125	360	-
	59%	55%	62%	52%	64%	64%	58%	59%	54%	70%	58%	69%	48%	90%	59%	-	60%	58%	60%	58%	-
It would not have changed the amount of time I would have spent speaking to my previous provider	179	103	76	80	54	45	122	57	132	47	156	14	8	1	179	-	39	140	39	140	-
	22%	25%	18%	23%	20%	22%	21%	22%	23%	19%	22%	20%	24%	10%	22%	-	19%	23%	19%	23%	-
I would have spent more time speaking to my previous provider	128	68	60	80	31	17	98	30	111	17	113	7	8	-	128	-	38	90	38	90	-
	15%	17%	14%	23%	11%	8%	17%	12%	19%	7%	16%	10%	24%	-	15%	-	18%	15%	18%	15%	-
Don't know	36	13	23	10	14	12	19	17	25	11	34	1	1	-	36	-	6	29	6	29	-
	4%	3%	5%	3%	5%	6%	3%	7%	4%	4%	5%	1%	3%	-	4%	-	3%	5%	3%	5%	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

QD6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All PAC switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	829	595	-**	488	330	-**	-**	497	243	462	519	430	459	635	-*	693	-**
I would have spent less time speaking to my previous provider	486	346	-	260	211	-	-	321	122	318	335	297	309	378	-	418	-
	59%	58%	-	53%	64% <sup>c</sup>	-	-	65% <sup>A</sup>	50%	69%	65%	69%	67%	60%	-	60%	-
It would not have changed the amount of time I would have spent speaking to my previous provider	179	128	-	112	65	-	-	98	59	86	97	78	83	132	-	143	-
	22%	22%	-	23%	20%	-	-	20%	24%	19%	19%	18%	18%	21%	-	21%	-
I would have spent more time speaking to my previous provider	128	96	-	98	43	-	-	60	56	35	63	36	47	99	-	103	-
	15%	16%	-	20% <sup>d</sup>	13%	-	-	12%	23% <sup>d</sup>	8%	12%	8%	10%	16%	-	15%	-
Don't know	36	25	-	18	11	-	-	18	6	23	24	19	20	26	-	29	-
	4%	4%	-	4%	3%	-	-	4%	2%	5%	5%	4%	4%	4%	-	4%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 251

QE1 Which of these would you be most likely to use?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS/Online and GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	762	372	390	321	257	184	531	231	529	233	656	66*	31*	9**	762	-**	182	578	182	578	-**	-**
Prefer PAC via SMS/PAC via Online account	341	154	187	159	106	76	238	103	238	103	306	17	13	5	341	-	85	255	85	255	-	-
	45%	41%	48%	50% <sup>d</sup>	41%	41%	45%	45%	45%	44%	47% <sup>k</sup>	26%	42%	56%	45%	-	47%	44%	47%	44%	-	-
Prefer PAC via SMS/PAC via Online account (Only)	286	131	155	141	84	61	200	86	203	83	253	17	12	4	286	-	73	212	73	212	-	-
	38%	35%	40%	41% <sup>d</sup>	33%	33%	38%	37%	38%	36%	39% <sup>k</sup>	26%	39%	44%	38%	-	40%	37%	40%	37%	-	-
Prefer GPL	476	241	235	180	173	123	331	145	326	150	403	49	19	5	476	-	109	366	109	366	-	-
	62%	65%	60%	56%	67% <sup>c</sup>	67% <sup>c</sup>	62%	63%	62%	64%	61%	74% <sup>k</sup>	61%	56%	62%	-	60%	63%	60%	63%	-	-
Prefer GPL (Only)	421	218	203	162	151	108	293	128	291	130	350	49	18	4	421	-	97	323	97	323	-	-
	55%	59%	52%	50%	59% <sup>c</sup>	59%	55%	55%	55%	56%	53%	74% <sup>k</sup>	58%	44%	55%	-	53%	56%	53%	56%	-	-
Both equally	55	23	32	18	22	15	38	17	35	20	53	-	1	1	55	-	12	43	12	43	-	-
	7%	6%	8%	6%	9%	8%	7%	7%	7%	9%	8% <sup>k</sup>	-	3%	11%	7%	-	7%	7%	7%	7%	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 252

QE1 Which of these would you be most likely to use?

Base : All PAC switched in the last 18 months and would take up Auto-Switch SMS/Online and GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	762	544	-**	442	313	-**	-**	460	222	436	489	412	437	589	-*	644	-**
Prefer PAC via SMS/PAC via Online account	341	258	-	192	146	-	-	195	113	192	213	182	193	260	-	283	-
	45%	47%	-	43%	47%	-	-	42%	51%	44%	44%	44%	44%	44%	-	44%	-
Prefer PAC via SMS/PAC via Online account (Only)	286	220	-	159	122	-	-	165	93	158	175	149	156	213	-	234	-
	38%	40%	-	36%	39%	-	-	36%	42%	36%	36%	36%	36%	36%	-	36%	-
Prefer GPL	476	324	-	283	191	-	-	295	129	278	314	263	281	376	-	410	-
	62%	60%	-	64%	61%	-	-	64%	58%	64%	64%	64%	64%	64%	-	64%	-
Prefer GPL (Only)	421	286	-	250	167	-	-	265	109	244	276	230	244	329	-	361	-
	55%	53%	-	57%	53%	-	-	59%	49%	56%	56%	56%	56%	56%	-	56%	-
Both equally	55	38	-	33	24	-	-	30	20	34	38	33	37	47	-	49	-
	7%	7%	-	7%	8%	-	-	7%	9%	8%	8%	8%	8%	8%	-	8%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 253

QE1 Total (would).

Base : All PAC switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	1251	607	644	524	421	306	834	417	850	401	1075	103	50*	22**	1251	-**	321	925	321	925	-**	-**
Only take up Auto-Switch SMS/Online	296	134	162	123	101	72	188	108	183	113	256	21	11	8	296	-	80	213	80	213	-	-
Prefer PAC via SMS/PAC via Online account (Only)	286	131	155	141	84	61	200	86	203	83	253	17	12	4	286	-	73	212	73	212	-	-
Only take up GPL	67	38	29	30	18	19	42	25	48	19	59	5	2	1	67	-	26	41	26	41	-	-
Prefer GPL (Only)	421	218	203	162	151	108	293	128	291	130	350	49	18	4	421	-	97	323	97	323	-	-
NET: Auto-Switch SMS/Online	582	265	317	264	185	133	388	194	386	196	509	38	23	12	582	-	153	425	153	425	-	-
NET: GPL	488	256	232	192	169	127	335	153	339	149	409	54	20	5	488	-	123	364	123	364	-	-
Both equally	55	23	32	18	22	15	38	17	35	20	53	-	1	1	55	-	12	43	12	43	-	-
Wouldn't take up either	126	63	63	50	45	31	73	53	90	36	104	11	6	4	126	-	33	93	33	93	-	-

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 254

QE1 Total (would).

Base : All PAC switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	1251	895	-**	728	467	-**	-**	735	348	678	757	618	666	930	-*	1019	-**
Only take up Auto-Switch SMS/Online	296	204	-	174	102	-	-	185	72	162	177	141	154	214	-	234	-
	24%	23%	-	24%	22%	-	-	25%	21%	24%	23%	23%	23%	23%	-	23%	-
Prefer PAC via SMS/PAC via Online account (Only)	286	220	-	159	122	-	-	165	93	158	175	149	156	213	-	234	-
	23%	25%	-	22%	26%	-	-	22%	27%	23%	23%	24%	23%	23%	-	23%	-
Only take up GPL	67	51	-	46	17	-	-	37	21	26	30	18	22	46	-	49	-
	5%	6%	-	6%	4%	-	-	5%	6%	4%	4%	3%	3%	5%	-	5%	-
Prefer GPL (Only)	421	286	-	250	167	-	-	265	109	244	276	230	244	329	-	361	-
	34%	32%	-	34%	36%	-	-	36%	31%	36%	36%	37%	37%	35%	-	35%	-
NET: Auto-Switch SMS/Online	582	424	-	333	224	-	-	350	165	320	352	290	310	427	-	468	-
	47%	47%	-	46%	48%	-	-	48%	47%	47%	46%	47%	47%	46%	-	46%	-
NET: GPL	488	337	-	296	184	-	-	302	130	270	306	248	266	375	-	410	-
	39%	38%	-	41%	39%	-	-	41%	37%	40%	40%	40%	40%	40%	-	40%	-
Both equally	55	38	-	33	24	-	-	30	20	34	38	33	37	47	-	49	-
	4%	4%	-	5%	5%	-	-	4%	6%	5%	5%	5%	6%	5%	-	5%	-
Wouldn't take up either	126	96	-	66	35	-	-	53	33	54	61	47	53	81	-	92	-
	10%	11%	-	9%	7%	-	-	7%	9%	8%	8%	8%	8%	9%	-	9%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 255

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	539	227	312	245	167	127	335	204	300	239	472	36*	24**	7**	-**	539	249	289	-**	-**	249	289
I definitely wouldn't	40	15	25	17	12	11	24	16	19	21	36	1	2	1	-	40	23	17	-	-	23	17
	7%	7%	8%	7%	7%	9%	7%	8%	6%	9%	8%	3%	8%	14%	-	7%	9%	6%	-	-	9%	6%
I probably wouldn't	51	24	27	25	19	7	35	16	33	18	46	4	1	-	-	51	23	28	-	-	23	28
	9%	11%	9%	10%	11%	6%	10%	8%	11%	8%	10%	11%	4%	-	-	9%	9%	10%	-	-	9%	10%
I possibly would/possibly wouldn't	74	35	39	34	22	18	43	31	41	33	63	9	2	-	-	74	41	33	-	-	41	33
	14%	15%	13%	14%	13%	14%	13%	15%	14%	14%	13%	25%	8%	-	-	14%	16%	11%	-	-	16%	11%
I probably would	183	79	104	79	54	50	117	66	94	89	155	14	9	5	-	183	84	98	-	-	84	98
	34%	35%	33%	32%	32%	39%	35%	32%	31%	37%	33%	39%	38%	71%	-	34%	34%	34%	-	-	34%	34%
I definitely would	191	74	117	90	60	41	116	75	113	78	172	8	10	1	-	191	78	113	-	-	78	113
	35%	33%	38%	37%	36%	32%	35%	37%	38%	33%	36%	22%	42%	14%	-	35%	31%	39%	-	-	31%	39%
NET: Would	374	153	221	169	114	91	233	141	207	167	327	22	19	6	-	374	162	211	-	-	162	211
	69%	67%	71%	69%	68%	72%	70%	69%	69%	70%	69%	61%	79%	86%	-	69%	65%	73%	-	-	65%	73%
NET: Would/might	448	188	260	203	136	109	276	172	248	200	390	31	21	6	-	448	203	244	-	-	203	244
	83%	83%	83%	83%	81%	86%	82%	84%	83%	84%	83%	86%	88%	86%	-	83%	82%	84%	-	-	82%	84%
NET: Wouldn't	91	39	52	42	31	18	59	32	52	39	82	5	3	1	-	91	46	45	-	-	46	45
	17%	17%	17%	17%	19%	14%	18%	16%	17%	16%	17%	14%	13%	14%	-	17%	18%	16%	-	-	18%	16%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 256

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [50p] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	539	-**	373	53*	31*	100	150	259	101	35*	39*	181	194	-*	263	-**	294
I definitely wouldn't	40	-	33	7	-	10	10	19	8	3	3	13	14	-	16	-	20
	7%	-	9%	13% <sup>sd</sup>	-	10%	7%	7%	8%	9%	8%	7%	7%	-	6%	-	7%
I probably wouldn't	51	-	33	2	4	13	11	28	6	4	4	16	17	-	25	-	26
	9%	-	9%	4%	13%	13%	7%	11%	6%	11%	10%	9%	9%	-	10%	-	9%
I possibly would/possibly wouldn't	74	-	52	8	2	14	19	27	11	5	6	23	24	-	30	-	34
	14%	-	14%	15%	6%	14%	13%	10%	11%	14%	15%	13%	12%	-	11%	-	12%
I probably would	183	-	119	17	7	27	49	86	35	8	8	58	61	-	88	-	96
	34%	-	32%	32%	23%	27%	33%	33%	35%	23%	21%	32%	31%	-	33%	-	33%
I definitely would	191	-	136	19	18	36	61	99	41	15	18	71	78	-	104	-	118
	35%	-	36%	36%	58%	36%	41%	38%	41%	43%	46%	39%	40%	-	40%	-	40%
NET: Would	374	-	255	36	25	63	110	185	76	23	26	129	139	-	192	-	214
	69%	-	68%	68%	81%	63%	73%	71%	75%	66%	67%	71%	72%	-	73%	-	73%
NET: Would/might	448	-	307	44	27	77	129	212	87	28	32	152	163	-	222	-	248
	83%	-	82%	83%	87%	77%	86%	82%	86%	80%	82%	84%	84%	-	84%	-	84%
NET: Wouldn't	91	-	66	9	4	23	21	47	14	7	7	29	31	-	41	-	46
	17%	-	18%	17%	13%	23%	14%	18%	14%	20%	18%	16%	16%	-	16%	-	16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 257

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	539	227	312	245	167	127	335	204	300	239	472	36*	24**	7**	-**	539	249	289	-**	-**	249	289
I definitely wouldn't	54	21	33	27	14	13	36	18	26	28	49	2	2	1	-	54	28	26	-	-	28	26
	10%	9%	11%	11%	8%	10%	11%	9%	9%	12%	10%	6%	8%	14%	-	10%	11%	9%	-	-	11%	9%
I probably wouldn't	81	38	43	39	27	15	54	27	51	30	74	5	2	-	-	81	38	43	-	-	38	43
	15%	17%	14%	16%	16%	12%	16%	13%	17%	13%	16%	14%	8%	-	-	15%	15%	15%	-	-	15%	15%
I possibly would/possibly wouldn't	99	38	61	39	34	26	62	37	54	45	80	14	3	2	-	99	59	40	-	-	59	40
	18%	17%	20%	16%	20%	20%	19%	18%	18%	19%	17%	39%	13%	29%	-	18%	24%	14%	-	-	24%	14%
I probably would	177	80	97	78	47	52	112	65	91	86	154	9	11	3	-	177	78	98	-	-	78	98
	33%	35%	31%	32%	28%	41%	33%	32%	30%	36%	33%	25%	46%	43%	-	33%	31%	34%	-	-	31%	34%
I definitely would	128	50	78	62	45	21	71	57	78	50	115	6	6	1	-	128	46	82	-	-	46	82
	24%	22%	25%	25%	27%	17%	21%	28%	26%	21%	24%	17%	25%	14%	-	24%	18%	29%	-	-	18%	29%
NET: Would	305	130	175	140	92	73	183	122	169	136	269	15	17	4	-	305	124	180	-	-	124	180
	57%	57%	56%	57%	55%	57%	55%	60%	56%	57%	57%	42%	71%	57%	-	57%	50%	62%	-	-	50%	62%
NET: Would/might	404	168	236	179	126	99	245	159	223	181	349	29	20	6	-	404	183	220	-	-	183	220
	75%	74%	76%	73%	75%	78%	73%	78%	74%	76%	74%	81%	83%	86%	-	75%	73%	76%	-	-	73%	76%
NET: Wouldn't	135	59	76	66	41	28	90	45	77	58	123	7	4	1	-	135	66	69	-	-	66	69
	25%	26%	24%	27%	25%	22%	27%	22%	26%	24%	26%	19%	17%	14%	-	25%	27%	24%	-	-	27%	24%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 258

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£1] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	539	-**	373	53*	31*	100	150	259	101	35*	39*	181	194	-*	263	-**	294
I definitely wouldn't	54	-	44	7	2	13	15	26	9	5	5	21	22	-	24	-	28
	10%	-	12%	13%	6%	13%	10%	10%	9%	14%	13%	12%	11%	-	9%	-	10%
I probably wouldn't	81	-	53	6	4	20	18	35	12	4	5	22	23	-	35	-	38
	15%	-	14%	11%	13%	20%	12%	14%	12%	11%	13%	12%	12%	-	13%	-	13%
I possibly would/possibly wouldn't	99	-	67	8	4	12	26	46	15	5	5	29	32	-	46	-	52
	18%	-	18%	15%	13%	12%	17%	18%	15%	14%	13%	16%	16%	-	17%	-	18%
I probably would	177	-	116	18	9	32	49	85	33	12	12	62	65	-	89	-	95
	33%	-	31%	34%	29%	32%	33%	33%	33%	34%	31%	34%	34%	-	34%	-	32%
I definitely would	128	-	93	14	12	23	42	67	32	9	12	47	52	-	69	-	81
	24%	-	25%	26%	39%	23%	28%	26%	32%	26%	31%	26%	27%	-	26%	-	28%
NET: Would	305	-	209	32	21	55	91	152	65	21	24	109	117	-	158	-	176
	57%	-	56%	60%	68%	55%	61%	59%	64%	60%	62%	60%	60%	-	60%	-	60%
NET: Would/might	404	-	276	40	25	67	117	198	80	26	29	138	149	-	204	-	228
	75%	-	74%	75%	81%	67%	78%	76%	79%	74%	74%	76%	77%	-	78%	-	78%
NET: Wouldn't	135	-	97	13	6	33	33	61	21	9	10	43	45	-	59	-	66
	25%	-	26%	25%	19%	33%	22%	24%	21%	26%	26%	24%	23%	-	22%	-	22%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 259

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	539	227	312	245	167	127	335	204	300	239	472	36*	24**	7**	-**	539	249	289	-**	-**	249	289
I definitely wouldn't	77	35	42	36	23	18	50	27	37	40	71	3	2	1	-	77	37	40	-	-	37	40
	14%	15%	13%	15%	14%	14%	15%	13%	12%	17%	15%	8%	8%	14%	-	14%	15%	14%	-	-	15%	14%
I probably wouldn't	124	46	78	58	41	25	78	46	72	52	109	11	4	-	-	124	64	60	-	-	64	60
	23%	20%	25%	24%	25%	20%	23%	23%	24%	22%	23%	31%	17%	-	-	23%	26%	21%	-	-	26%	21%
I possibly would/possibly wouldn't	135	59	76	54	36	45	85	50	71	64	113	11	8	3	-	135	72	62	-	-	72	62
	25%	26%	24%	22%	22%	35% <sup>sd</sup>	25%	25%	24%	27%	24%	31%	33%	43%	-	25%	29% <sup>sd</sup>	21%	-	-	29% <sup>sd</sup>	21%
I probably would	140	56	84	67	45	28	89	51	77	63	119	9	9	3	-	140	54	86	-	-	54	86
	26%	25%	27%	27%	27%	22%	27%	25%	26%	26%	25%	25%	38%	43%	-	26%	22%	30% <sup>sd</sup>	-	-	22%	30% <sup>sd</sup>
I definitely would	63	31	32	30	22	11	33	30	43	20	60	2	1	-	-	63	22	41	-	-	22	41
	12%	14%	10%	12%	13%	9%	10%	15%	14% <sup>sd</sup>	8%	13%	6%	4%	-	-	12%	9%	14%	-	-	9%	14%
NET: Would	203	87	116	97	67	39	122	81	120	83	179	11	10	3	-	203	76	127	-	-	76	127
	38%	38%	37%	40%	40%	31%	36%	40%	40%	35%	38%	31%	42%	43%	-	38%	31%	44% <sup>sd</sup>	-	-	31%	44% <sup>sd</sup>
NET: Would/might	338	146	192	151	103	84	207	131	191	147	292	22	18	6	-	338	148	189	-	-	148	189
	63%	64%	62%	62%	62%	66%	62%	64%	64%	62%	62%	61%	75%	86%	-	63%	59%	65%	-	-	59%	65%
NET: Wouldn't	201	81	120	94	64	43	128	73	109	92	180	14	6	1	-	201	101	100	-	-	101	100
	37%	36%	38%	38%	38%	34%	38%	36%	36%	38%	38%	39%	25%	14%	-	37%	41%	35%	-	-	41%	35%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 260

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£2] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	539	-**	373	53*	31*	100	150	259	101	35*	39*	181	194	-*	263	-**	294
I definitely wouldn't	77	-	57	8	3	15	19	35	12	5	6	26	29	-	34	-	39
	14%	-	15%	15%	10%	15%	13%	14%	12%	14%	15%	14%	15%	-	13%	-	13%
I probably wouldn't	124	-	76	9	7	29	30	56	22	7	7	38	40	-	56	-	60
	23%	-	20%	17%	23%	29%	20%	22%	22%	20%	18%	21%	21%	-	21%	-	20%
I possibly would/possibly wouldn't	135	-	100	13	4	20	39	65	21	8	8	47	50	-	66	-	73
	25%	-	27%	25%	13%	20%	26%	25%	21%	23%	21%	26%	26%	-	25%	-	25%
I probably would	140	-	98	15	10	28	36	70	29	9	10	46	47	-	68	-	78
	26%	-	26%	28%	32%	28%	24%	27%	29%	26%	26%	25%	24%	-	26%	-	27%
I definitely would	63	-	42	8	7	8	26	33	17	6	8	24	28	-	39	-	44
	12%	-	11%	15%	23%	8%	17%	13%	17%	17%	21%	13%	14%	-	15%	-	15%
NET: Would	203	-	140	23	17	36	62	103	46	15	18	70	75	-	107	-	122
	38%	-	38%	43%	55%	36%	41%	40%	46%	43%	46%	39%	39%	-	41%	-	41%
NET: Would/might	338	-	240	36	21	56	101	168	67	23	26	117	125	-	173	-	195
	63%	-	64%	68%	68%	56%	67%	65%	66%	66%	67%	65%	64%	-	66%	-	66%
NET: Wouldn't	201	-	133	17	10	44	49	91	34	12	13	64	69	-	90	-	99
	37%	-	36%	32%	32%	44%	33%	35%	34%	34%	33%	35%	36%	-	34%	-	34%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 261

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	539	227	312	245	167	127	335	204	300	239	472	36*	24**	7**	-**	539	249	289	-**	-**	249	289
I definitely wouldn't	136	61	75	54	43	39	85	51	66	70	119	8	5	4	-	136	72	64	-	-	72	64
	25%	27%	24%	22%	26%	31%	25%	25%	22%	29%	25%	22%	21%	57%	-	25%	29%	22%	-	-	29%	22%
I probably wouldn't	207	76	131	100	64	43	131	76	118	89	176	16	13	2	-	207	104	103	-	-	104	103
	38%	33%	42%	41%	38%	34%	39%	37%	39%	37%	37%	44%	54%	29%	-	38%	42%	36%	-	-	42%	36%
I possibly would/possibly wouldn't	102	45	57	44	28	30	63	39	58	44	93	5	4	-	-	102	40	61	-	-	40	61
	19%	20%	18%	18%	17%	24%	19%	19%	19%	18%	20%	14%	17%	-	-	19%	16%	21%	-	-	16%	21%
I probably would	65	29	36	36	19	10	39	26	37	28	57	6	1	1	-	65	22	43	-	-	22	43
	12%	13%	12%	15%	11%	8%	12%	13%	12%	12%	12%	17%	4%	14%	-	12%	9%	15%	-	-	9%	15%
I definitely would	29	16	13	11	13	5	17	12	21	8	27	1	1	-	-	29	11	18	-	-	11	18
	5%	7%	4%	4%	8%	4%	5%	6%	7%	3%	6%	3%	4%	-	-	5%	4%	6%	-	-	4%	6%
NET: Would	94	45	49	47	32	15	56	38	58	36	84	7	2	1	-	94	33	61	-	-	33	61
	17%	20%	16%	19%	19%	12%	17%	19%	19%	15%	18%	19%	8%	14%	-	17%	13%	21%	-	-	13%	21%
NET: Would/might	196	90	106	91	60	45	119	77	116	80	177	12	6	1	-	196	73	122	-	-	73	122
	36%	40%	34%	37%	36%	35%	36%	38%	39%	33%	38%	33%	25%	14%	-	36%	29%	42%	-	-	29%	42%
NET: Wouldn't	343	137	206	154	107	82	216	127	184	159	295	24	18	6	-	343	176	167	-	-	176	167
	64%	60%	66%	63%	64%	65%	64%	62%	61%	67%	63%	67%	75%	86%	-	64%	71%	58%	-	-	71%	58%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 262

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£5] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	539	-**	373	53*	31*	100	150	259	101	35*	39*	181	194	-*	263	-**	294
I definitely wouldn't	136	-	93	14	4	24	32	63	20	10	11	39	43	-	58	-	68
	25%	-	25%	26%	13%	24%	21%	24%	20%	29%	28%	22%	22%	-	22%	-	23%
I probably wouldn't	207	-	143	11	13	45	51	98	36	10	10	73	76	-	98	-	107
	38%	-	38%	21%	42%	45%	34%	38%	36%	29%	26%	40%	39%	-	37%	-	36%
I possibly would/possibly wouldn't	102	-	72	18	6	23	30	42	29	10	12	38	41	-	53	-	58
	19%	-	19%	34%	19%	23%	20%	16%	29%	29%	31%	21%	21%	-	20%	-	20%
I probably would	65	-	44	6	3	7	25	39	12	2	2	21	22	-	36	-	41
	12%	-	12%	11%	10%	7%	17%	15%	12%	6%	5%	12%	11%	-	14%	-	14%
I definitely would	29	-	21	4	5	1	12	17	4	3	4	10	12	-	18	-	20
	5%	-	6%	8%	16%	1%	8%	7%	4%	9%	10%	6%	6%	-	7%	-	7%
NET: Would	94	-	65	10	8	8	37	56	16	5	6	31	34	-	54	-	61
	17%	-	17%	19%	26%	8%	25%	22%	16%	14%	15%	17%	18%	-	21%	-	21%
NET: Would/might	196	-	137	28	14	31	67	98	45	15	18	69	75	-	107	-	119
	36%	-	37%	53%	45%	31%	45%	38%	45%	43%	46%	38%	39%	-	41%	-	40%
NET: Wouldn't	343	-	236	25	17	69	83	161	56	20	21	112	119	-	156	-	175
	64%	-	63%	47%	55%	69%	55%	62%	55%	57%	54%	62%	61%	-	59%	-	60%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 263

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	539	227	312	245	167	127	335	204	300	239	472	36*	24**	7**	-**	539	249	289	-**	-**	249	289
I definitely wouldn't	201	80	121	82	62	57	123	78	103	98	177	11	9	4	-	201	101	100	-	-	101	100
	37%	35%	39%	33%	37%	45%	37%	38%	34%	41%	38%	31%	38%	57%	-	37%	41%	35%	-	-	41%	35%
I probably wouldn't	235	98	137	107	73	55	152	83	135	100	200	19	14	2	-	235	112	122	-	-	112	122
	44%	43%	44%	44%	44%	43%	45%	41%	45%	42%	42%	53%	58%	29%	-	44%	45%	42%	-	-	45%	42%
I possibly would/possibly wouldn't	54	27	27	32	14	8	29	25	31	23	51	3	-	-	-	54	17	37	-	-	17	37
	10%	12%	9%	13%	8%	6%	9%	12%	10%	10%	11%	8%	-	-	-	10%	7%	13%	-	-	7%	13%
I probably would	32	12	20	19	8	5	20	12	19	13	27	3	1	1	-	32	11	21	-	-	11	21
	6%	5%	6%	8%	5%	4%	6%	6%	6%	5%	6%	8%	4%	14%	-	6%	4%	7%	-	-	4%	7%
I definitely would	17	10	7	5	10	2	11	6	12	5	17	-	-	-	-	17	8	9	-	-	8	9
	3%	4%	2%	2%	6%	2%	3%	3%	4%	2%	4%	-	-	-	-	3%	3%	3%	-	-	3%	3%
NET: Would	49	22	27	24	18	7	31	18	31	18	44	3	1	1	-	49	19	30	-	-	19	30
	9%	10%	9%	10%	11%	6%	9%	9%	10%	8%	9%	8%	4%	14%	-	9%	8%	10%	-	-	8%	10%
NET: Would/might	103	49	54	56	32	15	60	43	62	41	95	6	1	1	-	103	36	67	-	-	36	67
	19%	22%	17%	23%	19%	12%	18%	21%	21%	17%	20%	17%	4%	14%	-	19%	14%	23%	-	-	14%	23%
NET: Wouldn't	436	178	258	189	135	112	275	161	238	198	377	30	23	6	-	436	213	222	-	-	213	222
	81%	78%	83%	77%	81%	68%	82%	79%	79%	83%	80%	83%	96%	86%	-	81%	85%	77%	-	-	85%	77%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 264

QF3A: You said you would switch by requesting this code via a free text message or through your online account with your current provider, if it was available. If, instead of being free, there had been a charge to use this method of [£10] how likely would you be to use this method, rather than the way you requested your PAC last time you switched?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	539	-**	373	53*	31*	100	150	259	101	35*	39*	181	194	-*	263	-**	294
I definitely wouldn't	201	-	136	19	10	36	49	92	32	15	16	66	71	-	91	-	102
	37%	-	36%	36%	32%	36%	33%	36%	32%	43%	41%	36%	37%	-	35%	-	35%
I probably wouldn't	235	-	167	19	14	55	63	113	49	14	15	83	87	-	114	-	127
	44%	-	45%	36%	45%	46%	42%	44%	49%	40%	38%	46%	45%	-	43%	-	43%
I possibly would/possibly wouldn't	54	-	37	9	1	6	18	26	14	2	3	18	20	-	31	-	34
	10%	-	10%	17%	3%	6%	12%	10%	14%	6%	8%	10%	10%	-	12%	-	12%
I probably would	32	-	20	2	3	2	11	19	5	2	2	10	10	-	18	-	21
	6%	-	5%	4%	10%	2%	7%	7%	5%	6%	5%	6%	5%	-	7%	-	7%
I definitely would	17	-	13	4	3	1	9	9	1	2	3	4	6	-	9	-	10
	3%	-	3%	8%	10%	1%	6%	3%	1%	6%	8%	2%	3%	-	3%	-	3%
NET: Would	49	-	33	6	6	3	20	28	6	4	5	14	16	-	27	-	31
	9%	-	9%	11%	19%	3%	13%	11%	6%	11%	13%	8%	8%	-	10%	-	11%
NET: Would/might	103	-	70	15	7	9	38	54	20	6	8	32	36	-	58	-	65
	19%	-	19%	28%	23%	9%	25%	21%	20%	17%	21%	18%	19%	-	22%	-	22%
NET: Wouldn't	436	-	303	38	24	91	112	205	81	29	31	149	158	-	205	-	229
	81%	-	81%	72%	77%	91%	75%	79%	80%	83%	79%	82%	81%	-	78%	-	78%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 265

QF3B You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All C&R would not take up Auto-Switch SMS/Online at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	91*	39*	52*	42*	31*	18**	59*	32*	52*	39*	82*	5**	3**	1**	-**	91*	46*	45*	-**	-**	46*	45*
Because I should not have to pay anything for this option	61	26	35	25	22	14	39	22	35	26	57	2	2	-	-	61	37	24	-	-	37	24
	67%	67%	67%	60%	71%	78%	66%	69%	67%	67%	70%	40%	67%	-	67%	60%	53%	-	-	60%	53%	
Because it's not worth paying extra for	33	13	20	17	8	8	19	14	17	16	26	3	3	1	-	33	12	21	-	-	12	21
	36%	33%	38%	40%	26%	44%	32%	44%	33%	41%	32%	60%	100%	100%	-	36%	26%	47%	-	-	26%	47%
Other (please type in)	7	4	3	3	2	2	6	1	4	3	6	1	-	-	-	7	4	3	-	-	4	3
	8%	10%	6%	7%	6%	11%	10%	3%	8%	8%	7%	20%	-	-	8%	8%	9%	7%	-	-	9%	7%
Don't know	3	3	-	2	1	-	2	1	3	-	3	-	-	-	-	3	-	3	-	-	-	3
	3%	8%	-	5%	3%	-	3%	3%	6%	-	4%	-	-	-	3%	-	7%	-	-	-	-	7%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 266

QF3B You said you would not take up this option if there was a 50p charge. Why do you say this?

Base : All C&R would not take up Auto-Switch SMS/Online at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	91*	**	66*	9**	4**	23**	21**	47*	14**	7*	7*	29*	31*	-*	41*	-**	46*
Because I should not have to pay anything for this option	61	-	44	3	3	16	16	30	7	3	3	19	20	-	25	-	27
	67%	-	67%	33%	75%	70%	76%	64%	50%	43%	43%	66%	65%	-	61%	-	59%
Because it's not worth paying extra for	33	-	26	5	1	9	7	22	5	3	3	12	12	-	16	-	18
	36%	-	39%	56%	25%	39%	33%	47%	36%	43%	43%	41%	39%	-	39%	-	39%
Other (please type in)	7	-	5	1	-	1	1	2	2	1	1	3	3	-	4	-	4
	8%	-	8%	11%	-	4%	5%	4%	14%	14%	14%	10%	10%	-	10%	-	9%
Don't know	3	-	2	1	-	-	-	1	1	1	1	-	1	-	2	-	3
	3%	-	3%	11%	-	-	-	2%	7%	14%	14%	-	3%	-	5%	-	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\*small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 267

QF3E: Would you prefer to request a code by texting a free number or through your online account with your current provider?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	557	232	325	253	175	129	345	212	309	248	487	37*	26**	7**	-**	557	261	295	-**	-**	261	295
Texting a free number	219	86	133	107	67	45	136	83	131	88	194	11	11	3	-	219	96	122	-	-	96	122
	39%	37%	41%	42%	38%	35%	39%	39%	42%	35%	40%	30%	42%	43%	-	39%	37%	41%	-	-	37%	41%
Free through your online account with your current provider	140	66	74	61	39	40	98	42	71	69	124	9	7	-	-	140	74	66	-	-	74	66
	25%	28%	23%	24%	22%	31%	28%	20%	23%	28%	25%	24%	27%	-	-	25%	28%	22%	-	-	28%	22%
Both equally	190	77	113	81	66	43	107	83	104	86	161	17	8	4	-	190	88	102	-	-	88	102
	34%	33%	35%	32%	38%	33%	31%	39%	34%	35%	33%	46%	31%	57%	-	34%	34%	35%	-	-	34%	35%
Don't know	8	3	5	4	3	1	4	4	3	5	8	-	-	-	-	8	3	5	-	-	3	5
	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	-	-	-	-	1%	1%	2%	-	-	1%	2%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 268

QF3E: Would you prefer to request a code by texting a free number or through your online account with your current provider?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	557	**	387	56*	31*	101	154	268	104	35*	39*	182	195	-*	266	**	298
Texting a free number	219	-	149	21	16	40	63	110	39	19	22	81	88	-	119	-	128
	39%	-	39%	38%	52%	40%	41%	41%	38%	54%	56%	45%	45%	-	45%	-	43%
Free through your online account with your current provider	140	-	102	17	3	23	34	67	31	4	4	42	42	-	61	-	73
	25%	-	26%	30%	10%	23%	22%	25%	30%	11%	10%	22%	22%	-	23%	-	24%
Both equally	190	-	128	17	12	36	54	89	33	11	12	58	64	-	85	-	94
	34%	-	33%	30%	39%	36%	35%	33%	32%	31%	31%	32%	33%	-	32%	-	32%
Don't know	8	-	8	1	-	2	3	2	1	1	1	1	1	-	1	-	3
	1%	-	2%	2%	-	2%	2%	1%	1%	3%	3%	1%	1%	-	*	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 269

QF3F If this method was available and you used it to switch do you think you would change or keep your phone number?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	557	232	325	253	175	129	345	212	309	248	487	37*	26**	7**	-**	557	261	295	-**	-**	261	295
Definitely would keep my number	199	76	123	79	67	53	133	66	98	101	177	12	9	1	-	199	98	100	-	-	98	100
	36%	33%	38%	31%	38%	41%	39%	31%	32%	41%	36%	32%	35%	14%	-	36%	38%	34%	-	-	38%	34%
Probably would keep my number	243	100	143	112	76	55	147	96	142	101	208	20	10	5	-	243	117	126	-	-	117	126
	44%	43%	44%	44%	43%	43%	43%	45%	46%	41%	43%	54%	38%	71%	-	44%	45%	43%	-	-	45%	43%
Probably would change number	62	39	23	36	14	12	39	23	34	28	54	3	4	1	-	62	24	38	-	-	24	38
	11%	17%	7%	14%	8%	9%	11%	11%	11%	11%	11%	8%	15%	14%	-	11%	9%	13%	-	-	9%	13%
Definitely would change number	17	6	11	7	8	2	11	6	11	6	15	-	2	-	-	17	8	9	-	-	8	9
	3%	3%	3%	3%	5%	2%	3%	3%	4%	2%	3%	-	8%	-	-	3%	3%	3%	-	-	3%	3%
NET: Would change number	79	45	34	43	22	14	50	29	45	34	69	3	6	1	-	79	32	47	-	-	32	47
	14%	19%	10%	17%	13%	11%	14%	14%	15%	14%	14%	8%	23%	14%	-	14%	12%	16%	-	-	12%	16%
NET: Would keep number	442	176	266	191	143	108	280	162	240	202	385	32	19	6	-	442	215	226	-	-	215	226
	79%	76%	82%	75%	82%	84%	81%	76%	78%	81%	79%	86%	73%	86%	-	79%	82%	77%	-	-	82%	77%
Don't know	36	11	25	19	10	7	15	21	24	12	33	2	1	-	-	36	14	22	-	-	14	22
	6%	5%	8%	8%	6%	5%	4%	10%	8%	5%	7%	5%	4%	-	-	6%	5%	7%	-	-	5%	7%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 270

QF3F If this method was available and you used it to switch do you think you would change or keep your phone number?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	557	-**	387	56*	31*	101	154	268	104	35*	39*	182	195	-*	266	-**	298
Definitely would keep my number	199	-	128	20	13	65	38	89	42	16	18	73	80	-	103	-	107
	36%	-	33%	36%	42%	64%	25%	33%	40%	46%	46%	40%	41%	-	39%	-	36%
Probably would keep my number	243	-	173	20	10	28	64	115	44	10	11	66	70	-	103	-	123
	44%	-	45%	36%	32%	28%	42%	43%	42%	29%	28%	36%	36%	-	39%	-	41%
Probably would change number	62	-	50	12	5	5	28	33	13	7	7	23	24	-	33	-	35
	11%	-	13%	21%	16%	5%	18%	12%	13%	20%	18%	13%	12%	-	12%	-	12%
Definitely would change number	17	-	13	3	2	1	11	12	2	1	2	5	6	-	7	-	10
	3%	-	3%	5%	6%	1%	7%	4%	2%	3%	5%	3%	3%	-	3%	-	3%
NET: Would change number	79	-	63	15	7	6	39	45	15	8	9	28	30	-	40	-	45
	14%	-	16%	27%	23%	6%	23%	17%	14%	23%	23%	15%	15%	-	15%	-	15%
NET: Would keep number	442	-	301	40	23	93	102	204	86	26	29	139	150	-	206	-	230
	79%	-	78%	71%	74%	92%	66%	76%	83%	74%	74%	76%	77%	-	77%	-	77%
Don't know	36	-	23	1	1	2	13	19	3	1	1	15	15	-	20	-	23
	6%	-	6%	2%	3%	2%	8%	7%	3%	3%	3%	8%	8%	-	8%	-	8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 271

QF4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	557	232	325	253	175	129	345	212	309	248	487	37*	26**	7**	-**	557	261	295	-**	-**	261	295
I definitely wouldn't	73	28	45	28	26	19	52	21	43	30	65	4	4	-	-	73	38	35	-	-	38	35
	13%	12%	14%	11%	15%	15%	15%	10%	14%	12%	13%	11%	15%	-	-	13%	15%	12%	-	-	15%	12%
I probably wouldn't	133	57	76	58	37	38	91	42	78	55	118	10	4	1	-	133	57	76	-	-	57	76
	24%	25%	23%	23%	21%	29%	26%	20%	25%	22%	24%	27%	15%	14%	-	24%	22%	26%	-	-	22%	26%
I possibly would/possibly wouldn't	198	78	120	95	62	41	105	93	103	95	162	15	16	5	-	198	104	94	-	-	104	94
	36%	34%	37%	38%	35%	32%	30%	44%	33%	38%	33%	41%	62%	71%	-	36%	40%	32%	-	-	40%	32%
I probably would	114	46	68	56	36	22	71	43	60	54	105	7	1	1	-	114	47	67	-	-	47	67
	20%	20%	21%	22%	21%	17%	21%	20%	19%	22%	22%	19%	4%	14%	-	20%	18%	23%	-	-	18%	23%
I definitely would	39	23	16	16	14	9	26	13	25	14	37	1	1	-	-	39	15	23	-	-	15	23
	7%	10%	5%	6%	8%	7%	8%	6%	8%	6%	8%	3%	4%	-	-	7%	6%	8%	-	-	6%	8%
NET: Would	153	69	84	72	50	31	97	56	85	68	142	8	2	1	-	153	62	90	-	-	62	90
	27%	30%	26%	28%	29%	24%	28%	26%	28%	27%	29%	22%	8%	14%	-	27%	24%	31%	-	-	24%	31%
NET: Would/might	351	147	204	167	112	72	202	149	188	163	304	23	18	6	-	351	166	184	-	-	166	184
	63%	63%	63%	66%	64%	56%	59%	70%	61%	66%	62%	62%	69%	86%	-	63%	64%	62%	-	-	64%	62%
NET: Wouldn't	206	85	121	86	63	57	143	63	121	85	183	14	8	1	-	206	95	111	-	-	95	111
	37%	37%	37%	34%	36%	44%	41%	30%	39%	34%	38%	38%	31%	14%	-	37%	36%	38%	-	-	36%	38%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 272

QF4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	557	-**	387	56*	31*	101	154	268	104	35*	39*	182	195	-*	266	-**	298
I definitely wouldn't	73	-	53	4	4	14	22	27	15	4	4	26	27	-	30	-	34
	13%	-	14%	7%	13%	14%	14%	10%	14%	11%	10%	14%	14%	-	11%	-	11%
I probably wouldn't	133	-	93	12	5	37	30	71	27	6	7	40	43	-	60	-	66
	24%	-	24%	21%	16%	37%	19%	26%	26%	17%	18%	22%	22%	-	23%	-	22%
I possibly would/possibly wouldn't	198	-	133	15	11	23	54	92	20	11	12	58	59	-	89	-	101
	36%	-	34%	27%	35%	23%	35%	34%	19%	31%	31%	32%	30%	-	33%	-	34%
I probably would	114	-	77	18	8	20	33	58	31	10	10	48	52	-	67	-	74
	20%	-	20%	32%	26%	20%	21%	22%	30%	29%	26%	26%	27%	-	25%	-	25%
I definitely would	39	-	31	7	3	7	15	20	11	4	6	10	14	-	20	-	23
	7%	-	8%	13%	10%	7%	10%	7%	11%	11%	15%	5%	7%	-	8%	-	8%
NET: Would	153	-	108	25	11	27	48	78	42	14	16	58	66	-	87	-	97
	27%	-	28%	45%	35%	27%	31%	29%	40%	40%	41%	32%	34%	-	33%	-	33%
NET: Would/might	351	-	241	40	22	50	102	170	62	25	28	116	125	-	176	-	198
	63%	-	62%	71%	71%	50%	66%	63%	60%	71%	72%	64%	64%	-	66%	-	66%
NET: Wouldn't	206	-	146	16	9	51	52	98	42	10	11	66	70	-	90	-	100
	37%	-	38%	29%	29%	50%	34%	37%	40%	29%	28%	36%	36%	-	34%	-	34%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 273

QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would take up Auto-Switch SMS/Online and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	153	69*	84*	72*	50*	31*	97*	56*	85*	68*	142	8**	2**	1**	-**	153	62*	90*	-**	-**	62*	90*
To check how much my final bill would be	60 39%	28 41%	32 38%	28 39%	21 42%	11 35%	36 37%	24 43%	36 42%	24 35%	55 39%	4 50%	1 50%	-	-	60 39%	20 32%	40 44%	-	-	20 32%	40 44%
To check that my service had been cancelled	54 35%	20 29%	34 40%	25 35%	21 42%	8 26%	31 32%	23 41%	30 35%	24 35%	51 36%	2 25%	1 50%	-	-	54 35%	18 29%	36 40%	-	-	18 29%	36 40%
To give notice	49 32%	25 36%	24 29%	21 29%	15 30%	13 42%	32 33%	17 30%	29 34%	20 29%	44 31%	3 38%	2 100%	-	-	49 32%	17 27%	32 36%	-	-	17 27%	32 36%
To find out if I needed to give them a notice period to leave	42 27%	18 26%	24 29%	18 25%	14 28%	10 32%	21 22%	21 38%	22 26%	20 29%	39 27%	1 13%	2 100%	-	-	42 27%	16 26%	26 29%	-	-	16 26%	26 29%
To find out about any charges for ending my contract early	36 24%	16 23%	20 24%	16 22%	12 24%	8 26%	19 20%	17 30%	20 24%	16 24%	29 20%	5 63%	1 50%	1 100%	-	36 24%	16 26%	20 22%	-	-	16 26%	20 22%
To arrange the 'stop date'	36 24%	13 19%	23 27%	18 25%	10 20%	8 26%	24 25%	12 21%	22 26%	14 21%	32 23%	1 13%	2 100%	1 100%	-	36 24%	19 31%	17 19%	-	-	19 31%	17 19%
To negotiate a better deal	33 22%	14 20%	19 23%	20 28%	8 16%	5 16%	22 23%	11 20%	22 26%	11 16%	32 23%	1 13%	-	-	-	33 22%	12 19%	21 23%	-	-	12 19%	21 23%
To find out when my contract ended	33 22%	14 20%	19 23%	17 24%	11 22%	5 16%	17 18%	16 29%	18 21%	15 22%	30 21%	2 25%	1 50%	-	-	33 22%	16 26%	17 19%	-	-	16 26%	17 19%
To find out what I needed to do to change provider	27 18%	10 14%	17 20%	11 15%	12 24%	4 13%	18 19%	9 16%	19 22%	8 12%	27 19%	-	-	-	-	27 18%	13 21%	14 16%	-	-	13 21%	14 16%
To talk about their products and services	16 10%	10 14%	6 7%	10 14%	5 10%	1 3%	8 8%	8 14%	15 18%	1 1%	14 10%	1 13%	1 50%	-	-	16 10%	5 8%	11 12%	-	-	5 8%	11 12%
To obtain information about my contract e.g. my usage patterns/spend	10 7%	4 6%	6 7%	6 8%	3 6%	1 3%	6 6%	4 7%	6 7%	4 6%	9 6%	-	1 50%	-	-	10 7%	5 8%	5 6%	-	-	5 8%	5 6%
Other (please type in)	5 3%	3 4%	2 2%	-	2 4%	3 10%	4 4%	1 2%	1 1%	4 6%	4 3%	1 13%	-	-	-	5 3%	2 3%	3 3%	-	-	2 3%	3 3%
Don't know/don't recall	8 5%	4 6%	4 5%	3 4%	2 4%	3 10%	4 4%	4 7%	3 4%	5 7%	7 5%	1 13%	-	-	-	8 5%	3 5%	4 4%	-	-	3 5%	4 4%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

i22972

\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 273

QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would take up Auto-Switch SMS/Online and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	153	69*	84*	72*	50*	31*	97*	56*	85*	68*	142	8**	2**	1**	-**	153	62*	90*	-**	-**	62*	90*
NET: To give notice/To find out if I needed to give them a notice period to leave	75	36	39	34	23	18	44	31	40	35	69	4	2	-	-	75	28	47	-	-	28	47
	49%	52%	46%	47%	46%	58%	45%	55%	47%	51%	49%	50%	100%	-	49%	45%	52%	-	-	45%	52%	
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	108	48	60	53	34	21	67	41	60	48	101	4	2	1	-	108	43	65	-	-	43	65
	71%	70%	71%	74%	68%	68%	69%	73%	71%	71%	71%	50%	100%	100%	-	71%	69%	72%	-	-	69%	72%
NET: All except single mentions of to give notice/to find out if needed to give notice	133	57	76	65	45	23	85	48	79	54	124	6	2	1	-	133	54	79	-	-	54	79
	87%	83%	90%	90%	90%	74%	88%	86%	93%	79%	87%	75%	100%	100%	-	87%	87%	88%	-	-	87%	88%
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	121	53	68	62	37	22	77	44	71	50	112	6	2	1	-	121	47	74	-	-	47	74
	79%	77%	81%	86%	74%	71%	79%	79%	84%	74%	79%	75%	100%	100%	-	79%	76%	82%	-	-	76%	82%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 274

QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would take up Auto-Switch SMS/Online and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	153	**	108	25**	11**	27**	48*	78*	42*	14*	16*	58*	66*	-*	87*	**	97*
To check how much my final bill would be	60	-	44	12	4	8	25	34	16	3	5	24	28	-	37	-	43
To check that my service had been cancelled	54	-	38	8	5	11	12	34	14	4	5	23	26	-	39	-	43
To give notice	49	-	38	10	4	9	17	34	11	7	8	21	26	-	38	-	40
To find out if I needed to give them a notice period to leave	42	-	28	6	3	8	12	24	13	5	6	16	19	-	27	-	29
To find out about any charges for ending my contract early	36	-	24	3	2	6	11	23	6	2	3	7	10	-	20	-	21
To arrange the 'stop date'	36	-	27	6	2	6	8	19	10	3	4	14	17	-	22	-	24
To negotiate a better deal	33	-	25	6	4	5	8	16	9	5	5	13	16	-	19	-	21
To find out when my contract ended	33	-	24	1	4	3	9	20	8	2	3	9	12	-	19	-	22
To find out what I needed to do to change provider	27	-	21	4	3	4	9	14	6	3	4	8	12	-	18	-	20
To talk about their products and services	16	-	13	2	3	2	6	11	4	-	1	6	6	-	11	-	12
To obtain information about my contract e.g. my usage patterns/spend	10	-	7	-	1	2	2	7	2	-	-	5	5	-	8	-	8
Other (please type in)	5	-	3	1	-	2	1	-	4	-	-	1	2	-	2	-	2
Don't know/don't recall	8	-	5	-	-	2	3	4	-	-	-	3	3	-	3	-	4
NET: To give notice/To find out if I needed to give them a notice period to leave	75	-	52	13	5	14	25	47	20	9	10	30	36	-	52	-	55

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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\* = Less than .5

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 274

QF5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would take up Auto-Switch SMS/Online and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel	
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	153	-** 108	25** 11**	27** 48*	78* 42*	14* 16*	58* 66*	-* 87*	-** 97*							
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	108	- 78	17 9	21 34	60 31	11 12	44 50	- 69	- 76							
	71%	- 72%	68% 82%	78% 71%	77% 74%	79% 75%	76% 76%	- 79%	- 78%							
NET: All except single mentions of to give notice/to find out if needed to give notice	133	- 97	23 9	21 44	69 38	12 14	52 60	- 79	- 88							
	87%	- 90%	92% 82%	78% 92%	88% 90%	86% 88%	90% 91%	- 91%	- 91%							
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	121	- 89	21 9	18 42	63 36	11 13	49 56	- 74	- 83							
	79%	- 82%	84% 82%	67% 88%	81% 86%	79% 81%	84% 85%	- 85%	- 86%							

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 275

QF6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	557	232	325	253	175	129	345	212	309	248	487	37*	26**	7**	-**	557	261	295	-**	-**	261	295
I would have spent more time speaking to my previous provider	33 6%	14 6%	19 6%	15 6%	14 8%	4 3%	17 5%	16 8%	19 6%	14 6%	30 6%	2 5%	1 4%	-	33 6%	14 5%	19 6%	-	-	14 5%	19 6%	
It would not have changed the amount of time I would have spent speaking to my previous provider	121 22%	57 25%	64 20%	54 21%	34 19%	33 26%	80 23%	41 19%	69 22%	52 21%	105 22%	6 16%	9 35%	1 14%	121 22%	59 23%	62 21%	-	-	59 23%	62 21%	
I would have spent less time speaking to my previous provider	345 62%	135 58%	210 65%	166 66%	109 62%	70 54%	217 63%	128 60%	195 63%	150 60%	304 62%	22 59%	15 58%	4 57%	345 62%	149 57%	196 66%	-	-	149 57%	196 66%	
Don't know	58 10%	26 11%	32 10%	18 7%	18 10%	22 17%	31 9%	27 13%	26 8%	32 13%	48 10%	7 19%	1 4%	2 29%	58 10%	39 15%	18 6%	-	-	39 15%	18 6%	

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 276

QF6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	557	-**	387	56*	31*	101	154	268	104	35*	39*	182	195	-	266	-**	298
I would have spent more time speaking to my previous provider	33	-	20	10	2	4	15	18	6	3	4	11	12	-	14	-	17
	6%	-	5%	18%	6%	4%	10%	7%	6%	9%	10%	6%	6%	-	5%	-	6%
It would not have changed the amount of time I would have spent speaking to my previous provider	121	-	88	12	4	20	38	64	20	8	8	33	37	-	51	-	57
	22%	-	23%	21%	13%	20%	25%	24%	19%	23%	21%	18%	19%	-	19%	-	19%
I would have spent less time speaking to my previous provider	345	-	242	30	25	69	89	166	75	23	25	125	132	-	182	-	203
	62%	-	63%	54%	81%	68%	58%	62%	72%	66%	64%	69%	68%	-	68%	-	68%
Don't know	58	-	37	4	-	8	12	20	3	1	2	13	14	-	19	-	21
	10%	-	10%	7%	-	8%	8%	7%	3%	3%	5%	7%	7%	-	7%	-	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 277

QG3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [50p] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	430	187	243	193	128	109	265	165	229	201	378	26**	21**	5**	-**	430	191	237	-**	-**	191	237
I definitely wouldn't	30	13	17	11	10	9	14	16	15	15	24	4	1	1	-	30	18	12	-	-	18	12
	7%	7%	7%	6%	8%	8%	5%	10%	7%	7%	6%	15%	5%	20%	-	7%	9%	5%	-	-	9%	5%
I probably wouldn't	31	17	14	20	5	6	20	11	18	13	30	1	-	-	-	31	14	17	-	-	14	17
	7%	9%	6%	16%	4%	6%	8%	7%	8%	6%	8%	4%	-	-	-	7%	7%	7%	-	-	7%	7%
I possibly would/possibly wouldn't	43	15	28	15	15	13	30	13	25	18	40	2	1	-	-	43	20	23	-	-	20	23
	10%	8%	12%	8%	12%	12%	11%	8%	11%	9%	11%	8%	5%	-	-	10%	10%	10%	-	-	10%	10%
I probably would	133	55	78	69	35	29	86	47	63	70	113	12	6	2	-	133	59	74	-	-	59	74
	31%	29%	32%	36%	27%	27%	32%	28%	28%	35%	30%	46%	29%	40%	-	31%	31%	31%	-	-	31%	31%
I definitely would	193	87	106	78	63	52	115	78	108	85	171	7	13	2	-	193	80	111	-	-	80	111
	45%	47%	44%	40%	49%	48%	43%	47%	47%	42%	45%	27%	62%	40%	-	45%	42%	47%	-	-	42%	47%
NET: Would	326	142	184	147	98	81	201	125	171	155	284	19	19	4	-	326	139	185	-	-	139	185
	76%	76%	76%	76%	77%	74%	76%	76%	75%	77%	75%	73%	90%	80%	-	76%	73%	78%	-	-	73%	78%
NET: Would/might	369	157	212	162	113	94	231	138	196	173	324	21	20	4	-	369	159	208	-	-	159	208
	86%	84%	87%	84%	88%	86%	87%	84%	86%	86%	86%	81%	95%	80%	-	86%	83%	88%	-	-	83%	88%
NET: Wouldn't	61	30	31	31	15	15	34	27	33	28	54	5	1	1	-	61	32	29	-	-	32	29
	14%	16%	13%	16%	12%	14%	13%	16%	14%	14%	14%	19%	5%	20%	-	14%	17%	12%	-	-	17%	12%

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/s/t/u  
\*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 278

QG3A: You said you would use this method of switching if it was available. If, instead of being free, there had been a charge to use this method of [50p] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	430	-**	310	38*	24**	68*	125	208	80*	29*	31*	146	156	-*	211	-**	235
I definitely wouldn't	30	-	21	3	-	5	8	14	5	1	1	10	11	-	13	-	16
	7%	-	7%	8%	-	7%	6%	7%	6%	3%	3%	7%	7%	-	6%	-	7%
I probably wouldn't	31	-	22	4	1	8	9	17	5	4	4	15	15	-	19	-	21
	7%	-	7%	11%	4%	12%	7%	8%	6%	14%	13%	10%	10%	-	9%	-	9%
I possibly would/possibly wouldn't	43	-	33	2	-	6	9	17	8	1	1	9	10	-	15	-	17
	10%	-	11%	5%	-	9%	7%	8%	10%	3%	3%	6%	6%	-	7%	-	7%
I probably would	133	-	91	9	4	15	41	63	21	4	4	41	45	-	65	-	72
	31%	-	29%	24%	17%	22%	33%	30%	26%	14%	13%	28%	29%	-	31%	-	31%
I definitely would	193	-	143	20	19	34	58	97	41	19	21	71	75	-	99	-	109
	45%	-	46%	53%	79%	50%	46%	47%	51%	66%	68%	49%	48%	-	47%	-	46%
NET: Would	326	-	234	29	23	49	99	160	62	23	25	112	120	-	164	-	181
	76%	-	75%	76%	96%	72%	79%	77%	78%	79%	81%	77%	77%	-	78%	-	77%
NET: Would/might	369	-	267	31	23	55	108	177	70	24	26	121	130	-	179	-	198
	86%	-	86%	82%	96%	81%	86%	85%	88%	83%	84%	83%	83%	-	85%	-	84%
NET: Wouldn't	61	-	43	7	1	13	17	31	10	5	5	25	26	-	32	-	37
	14%	-	14%	18%	4%	19%	14%	15%	13%	17%	16%	17%	17%	-	15%	-	16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 279

QG3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	430	187	243	193	128	109	265	165	229	201	378	26**	21**	5**	-**	430	191	237	-**	-**	191	237
I definitely wouldn't	37	17	20	17	10	10	18	19	18	19	28	7	1	1	-	37	20	17	-	-	20	17
	9%	9%	8%	9%	8%	9%	7%	12%	8%	9%	7%	27%	5%	20%	-	9%	10%	7%	-	-	10%	7%
I probably wouldn't	57	27	30	30	12	15	37	20	31	26	53	3	1	-	-	57	29	28	-	-	29	28
	13%	14%	12%	16%	9%	14%	14%	12%	14%	13%	14%	12%	5%	-	-	13%	15%	12%	-	-	15%	12%
I possibly would/possibly wouldn't	63	25	38	25	22	16	41	22	31	32	60	3	-	-	-	63	32	31	-	-	32	31
	15%	13%	16%	13%	17%	15%	15%	13%	14%	16%	16%	12%	-	-	-	15%	17%	13%	-	-	17%	13%
I probably would	150	65	85	71	43	36	97	53	77	73	127	9	11	3	-	150	67	83	-	-	67	83
	35%	35%	35%	37%	34%	33%	37%	32%	34%	36%	34%	35%	52%	60%	-	35%	35%	35%	-	-	35%	35%
I definitely would	123	53	70	50	41	32	72	51	72	51	110	4	8	1	-	123	43	78	-	-	43	78
	29%	28%	29%	26%	32%	29%	27%	31%	31%	25%	29%	15%	38%	20%	-	29%	23%	33% <sup>up</sup>	-	-	23%	33% <sup>up</sup>
NET: Would	273	118	155	121	84	68	169	104	149	124	237	13	19	4	-	273	110	161	-	-	110	161
	63%	63%	64%	63%	66%	62%	64%	63%	65%	62%	63%	50%	90%	80%	-	63%	58%	68% <sup>up</sup>	-	-	58%	68% <sup>up</sup>
NET: Would/might	336	143	193	146	106	84	210	126	180	156	297	16	19	4	-	336	142	192	-	-	142	192
	78%	76%	79%	76%	83%	77%	79%	76%	79%	78%	79%	62%	90%	80%	-	78%	74%	81%	-	-	74%	81%
NET: Wouldn't	94	44	50	47	22	25	55	39	49	45	81	10	2	1	-	94	49	45	-	-	49	45
	22%	24%	21%	24%	17%	23%	21%	24%	21%	22%	21%	38%	10%	20%	-	22%	26%	19%	-	-	26%	19%

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/s/t/u  
\*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 280

QG3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£1] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	430	-**	310	38*	24**	68*	125	208	80*	29*	31*	146	156	-*	211	-**	235
I definitely wouldn't	37	-	25	3	-	6	11	17	6	1	1	12	13	-	17	-	20
	9%	-	8%	8%	-	9%	9%	8%	8%	3%	3%	8%	8%	-	8%	-	9%
I probably wouldn't	57	-	44	4	2	11	16	27	8	4	4	20	20	-	27	-	30
	13%	-	14%	11%	8%	16%	13%	13%	10%	14%	13%	14%	13%	-	13%	-	13%
I possibly would/possibly wouldn't	63	-	40	6	1	6	14	29	10	4	4	19	20	-	26	-	28
	15%	-	13%	16%	4%	9%	11%	14%	13%	14%	13%	13%	13%	-	12%	-	12%
I probably would	150	-	111	11	7	25	41	71	24	8	8	46	51	-	70	-	79
	35%	-	36%	29%	29%	37%	33%	34%	30%	28%	26%	32%	33%	-	33%	-	34%
I definitely would	123	-	90	14	14	20	43	64	32	12	14	49	52	-	71	-	78
	29%	-	29%	37%	58%	29%	34%	31%	40%	41%	45%	34%	33%	-	34%	-	33%
NET: Would	273	-	201	25	21	45	84	135	56	20	22	95	103	-	141	-	157
	63%	-	65%	66%	88%	66%	67%	65%	70%	69%	71%	65%	66%	-	67%	-	67%
NET: Would/might	336	-	241	31	22	51	98	164	66	24	26	114	123	-	167	-	185
	78%	-	78%	82%	92%	75%	78%	79%	83%	83%	84%	78%	79%	-	79%	-	79%
NET: Wouldn't	94	-	69	7	2	17	27	44	14	5	5	32	33	-	44	-	50
	22%	-	22%	18%	8%	25%	22%	21%	18%	17%	16%	22%	21%	-	21%	-	21%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 281

QG3A: You said you would use this method of switching if it was available. If, instead of being free, there had been a charge to use this method of [£2] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	430	187	243	193	128	109	265	165	229	201	378	26**	21**	5**	-**	430	191	237	-**	-**	191	237
I definitely wouldn't	57	20	37	25	19	13	28	29	29	28	47	8	1	1	-	57	29	28	-	-	29	28
	13%	11%	15%	13%	15%	12%	11%	18%	13%	14%	12%	31%	5%	20%	-	13%	15%	12%	-	-	15%	12%
I probably wouldn't	94	51	43	41	25	28	67	27	49	45	87	5	2	-	94	52	42	-	-	52	42	
	22%	27%	18%	21%	20%	26%	25%	16%	21%	22%	23%	19%	10%	-	22%	27%	18%	-	-	27%	18%	
I possibly would/possibly wouldn't	89	32	57	45	21	23	61	28	43	46	76	3	8	2	-	89	36	53	-	-	36	53
	21%	17%	23%	23%	16%	21%	23%	17%	19%	23%	20%	12%	38%	40%	-	21%	19%	22%	-	-	19%	22%
I probably would	130	51	79	61	38	31	75	55	72	58	112	7	9	2	-	130	55	74	-	-	55	74
	30%	27%	33%	32%	30%	28%	33%	31%	29%	30%	30%	27%	43%	40%	-	30%	29%	31%	-	-	29%	31%
I definitely would	60	33	27	21	25	14	34	26	36	24	56	3	1	-	60	19	40	-	-	19	40	
	14%	18%	11%	11%	20%	13%	13%	16%	16%	12%	15%	12%	5%	-	14%	10%	17%	-	-	10%	17%	
NET: Would	190	84	106	82	63	45	109	81	108	82	168	10	10	2	-	190	74	114	-	-	74	114
	44%	45%	44%	42%	49%	41%	41%	49%	47%	41%	44%	38%	48%	40%	-	44%	39%	48%	-	-	39%	48%
NET: Would/might	279	116	163	127	84	68	170	109	151	128	244	13	18	4	-	279	110	167	-	-	110	167
	65%	62%	67%	66%	66%	62%	64%	66%	66%	64%	65%	50%	86%	80%	-	65%	58%	70%	-	-	58%	70%
NET: Wouldn't	151	71	80	66	44	41	95	56	78	73	134	13	3	1	-	151	81	70	-	-	81	70
	35%	38%	33%	34%	34%	38%	36%	34%	34%	36%	35%	50%	14%	20%	-	35%	42%	30%	-	-	42%	30%

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/s/t/u  
\*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 282

QG3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£2] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	430	-**	310	38*	24**	68*	125	208	80*	29*	31*	146	156	-*	211	-**	235
I definitely wouldn't	57	-	40	4	2	9	16	26	9	3	3	18	20	-	26	-	30
	13%	-	13%	11%	8%	13%	13%	13%	11%	10%	10%	12%	13%	-	12%	-	13%
I probably wouldn't	94	-	65	7	2	17	26	47	14	6	6	33	33	-	44	-	48
	22%	-	21%	18%	8%	25%	21%	23%	18%	21%	19%	23%	21%	-	21%	-	20%
I possibly would/possibly wouldn't	89	-	66	7	3	17	19	39	15	5	5	29	32	-	42	-	48
	21%	-	21%	18%	13%	25%	15%	19%	19%	17%	16%	20%	21%	-	20%	-	20%
I probably would	130	-	95	9	7	16	38	63	27	6	6	42	45	-	62	-	68
	30%	-	31%	24%	29%	24%	30%	30%	34%	21%	19%	29%	29%	-	29%	-	29%
I definitely would	60	-	44	11	10	9	26	33	15	9	11	24	26	-	37	-	41
	14%	-	14%	29%	42%	13%	21%	16%	19%	31%	35%	16%	17%	-	18%	-	17%
NET: Would	190	-	139	20	17	25	64	96	42	15	17	66	71	-	99	-	109
	44%	-	45%	53%	71%	37%	51%	46%	53%	52%	55%	45%	46%	-	47%	-	46%
NET: Would/might	279	-	205	27	20	42	83	135	57	20	22	95	103	-	141	-	157
	65%	-	66%	71%	83%	62%	66%	65%	71%	69%	71%	65%	66%	-	67%	-	67%
NET: Wouldn't	151	-	105	11	4	26	42	73	23	9	9	51	53	-	70	-	78
	35%	-	34%	29%	17%	38%	34%	35%	29%	31%	29%	35%	34%	-	33%	-	33%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 283

QG3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	430	187	243	193	128	109	265	165	229	201	378	26**	21**	5**	-**	430	191	237	-**	-**	191	237
I definitely wouldn't	110	47	63	45	34	31	66	44	52	58	93	11	3	3	-	110	55	55	-	-	55	55
	26%	25%	26%	23%	27%	28%	25%	27%	23%	29%	25%	42%	14%	60%	-	26%	29%	23%	-	-	29%	23%
I probably wouldn't	160	66	94	77	45	38	105	55	87	73	145	9	6	-	-	160	75	84	-	-	75	84
	37%	35%	39%	40%	35%	35%	40%	33%	38%	36%	38%	35%	29%	-	-	37%	39%	35%	-	-	39%	35%
I possibly would/ possibly wouldn't	73	25	48	34	20	19	45	28	37	36	61	2	10	-	-	73	29	43	-	-	29	43
	17%	13%	20%	18%	16%	17%	17%	17%	16%	18%	16%	8%	48%	-	-	17%	15%	18%	-	-	15%	18%
I probably would	58	32	26	27	15	16	30	28	32	26	52	3	1	2	-	58	23	35	-	-	23	35
	13%	17%	11%	14%	12%	15%	11%	17%	14%	13%	14%	12%	5%	40%	-	13%	12%	15%	-	-	12%	15%
I definitely would	29	17	12	10	14	5	19	10	21	8	27	1	1	-	-	29	9	20	-	-	9	20
	7%	9%	5%	5%	11%	5%	7%	6%	9%	4%	7%	4%	5%	-	-	7%	5%	8%	-	-	5%	8%
NET: Would	87	49	38	37	29	21	49	38	53	34	79	4	2	2	-	87	32	55	-	-	32	55
	20%	26%	16%	19%	23%	19%	18%	23%	23%	17%	21%	15%	10%	40%	-	20%	17%	23%	-	-	17%	23%
NET: Would/might	160	74	86	71	49	40	94	66	90	70	140	6	12	2	-	160	61	98	-	-	61	98
	37%	40%	35%	37%	38%	37%	35%	40%	39%	35%	37%	23%	57%	40%	-	37%	32%	41%	-	-	32%	41%
NET: Wouldn't	270	113	157	122	79	69	171	99	139	131	238	20	9	3	-	270	130	139	-	-	130	139
	63%	60%	65%	63%	62%	63%	65%	60%	61%	65%	63%	77%	43%	60%	-	63%	68%	59%	-	-	68%	59%

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/s/t/u  
\*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 284

QG3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£5] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	430	**	310	38*	24**	68*	125	208	80*	29*	31*	146	156	-*	211	-**	235
I definitely wouldn't	110	-	79	7	3	19	30	49	16	5	5	30	34	-	48	-	54
	26%	-	25%	18%	13%	28%	24%	24%	20%	17%	16%	21%	22%	-	23%	-	23%
I probably wouldn't	160	-	113	10	7	28	37	75	30	11	11	63	65	-	82	-	90
	37%	-	36%	26%	29%	41%	30%	36%	38%	38%	35%	43%	42%	-	39%	-	38%
I possibly would/possibly wouldn't	73	-	52	8	3	13	22	34	14	3	3	21	22	-	31	-	35
	17%	-	17%	21%	13%	19%	18%	16%	18%	10%	10%	14%	14%	-	15%	-	15%
I probably would	58	-	42	6	6	7	22	34	15	6	7	24	26	-	34	-	38
	13%	-	14%	16%	25%	10%	18%	16%	19%	21%	23%	16%	17%	-	16%	-	16%
I definitely would	29	-	24	7	5	1	14	16	5	4	5	8	9	-	16	-	18
	7%	-	8%	18%	21%	1%	11%	8%	6%	14%	16%	5%	6%	-	8%	-	8%
NET: Would	87	-	66	13	11	8	36	50	20	10	12	32	35	-	50	-	56
	20%	-	21%	34%	46%	12%	29%	24%	25%	34%	39%	22%	22%	-	24%	-	24%
NET: Would/might	160	-	118	21	14	21	58	84	34	13	15	53	57	-	81	-	91
	37%	-	38%	55%	58%	31%	46%	40%	43%	45%	48%	36%	37%	-	38%	-	39%
NET: Wouldn't	270	-	192	17	10	47	67	124	46	16	16	93	99	-	130	-	144
	63%	-	62%	45%	42%	69%	54%	60%	58%	55%	52%	64%	63%	-	62%	-	61%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 285

QG3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	430	187	243	193	128	109	265	165	229	201	378	26**	21**	5**	-**	430	191	237	-**	-**	191	237
I definitely wouldn't	173	65	108	73	51	49	105	68	83	90	146	14	9	4	-	173	80	93	-	-	80	93
	40%	35%	44%	38%	40%	45%	40%	41%	36%	45%	39%	54%	43%	80%	-	40%	42%	39%	-	-	42%	39%
I probably wouldn't	165	71	94	74	48	43	107	58	88	77	147	9	9	-	-	165	77	86	-	-	77	86
	38%	38%	39%	38%	38%	39%	40%	35%	38%	38%	39%	35%	43%	-	-	38%	40%	36%	-	-	40%	36%
I possibly would/possibly wouldn't	48	28	20	25	13	10	25	23	28	20	44	2	1	1	-	48	15	33	-	-	15	33
	11%	15%	8%	13%	10%	9%	9%	14%	12%	10%	12%	8%	5%	20%	-	11%	8%	14%	-	-	8%	14%
I probably would	28	13	15	16	6	6	17	11	17	11	25	1	2	-	-	28	15	13	-	-	15	13
	7%	7%	6%	8%	5%	6%	6%	7%	7%	5%	7%	4%	10%	-	-	7%	8%	5%	-	-	8%	5%
I definitely would	16	10	6	5	10	1	11	5	13	3	16	-	-	-	-	16	4	12	-	-	4	12
	4%	5%	2%	3%	8%	1%	4%	3%	6%	1%	4%	-	-	-	-	4%	2%	5%	-	-	2%	5%
NET: Would	44	23	21	21	16	7	28	16	30	14	41	1	2	-	-	44	19	25	-	-	19	25
	10%	12%	9%	11%	13%	6%	11%	10%	13%	7%	11%	4%	10%	-	-	10%	10%	11%	-	-	10%	11%
NET: Would/might	92	51	41	46	29	17	53	39	58	34	85	3	3	1	-	92	34	58	-	-	34	58
	21%	27%	17%	24%	23%	16%	20%	24%	25%	17%	22%	12%	14%	20%	-	21%	18%	24%	-	-	18%	24%
NET: Wouldn't	338	136	202	147	99	92	212	126	171	167	293	23	18	4	-	338	157	179	-	-	157	179
	79%	73%	83%	76%	77%	84%	80%	76%	75%	83%	78%	83%	86%	80%	-	79%	82%	76%	-	-	82%	76%

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/s/t/u  
\*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 286

QG3A: You said you would use this method of switching if it was available.

If, instead of being free, there had been a charge to use this method of [£10] how likely would be to use this method rather than the way you switched last time you switched?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	430	-**	310	38*	24**	68*	125	208	80*	29*	31*	146	156	-*	211	-**	235
I definitely wouldn't	173	-	126	12	11	34	44	72	32	12	12	53	58	-	79	-	87
	40%	-	41%	32%	46%	50%	35%	35%	40%	41%	39%	36%	37%	-	37%	-	37%
I probably wouldn't	165	-	115	11	3	28	43	84	27	8	8	63	65	-	84	-	92
	38%	-	37%	29%	13%	41%	34%	40%	34%	28%	26%	43%	42%	-	40%	-	39%
I possibly would/possibly wouldn't	48	-	36	8	3	4	19	26	14	4	5	15	17	-	22	-	29
	11%	-	12%	21%	13%	6%	15%	13%	18%	14%	16%	10%	11%	-	10%	-	12%
I probably would	28	-	19	-	4	1	10	14	5	2	2	11	11	-	18	-	18
	7%	-	6%	-	17%	1%	8%	7%	6%	7%	6%	8%	7%	-	9%	-	8%
I definitely would	16	-	14	7	3	1	9	12	2	3	4	4	5	-	8	-	9
	4%	-	5%	18%	13%	1%	7%	6%	3%	10%	13%	3%	3%	-	4%	-	4%
NET: Would	44	-	33	7	7	2	19	26	7	5	6	15	16	-	26	-	27
	10%	-	11%	18%	29%	3%	15%	13%	9%	17%	19%	10%	10%	-	12%	-	11%
NET: Would/might	92	-	69	15	10	6	38	52	21	9	11	30	33	-	48	-	56
	21%	-	22%	39%	42%	9%	30%	25%	26%	31%	35%	21%	21%	-	23%	-	24%
NET: Wouldn't	338	-	241	23	14	62	87	156	59	20	20	116	123	-	163	-	179
	79%	-	78%	61%	58%	91%	70%	75%	74%	69%	65%	79%	79%	-	77%	-	76%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 287

QG3B You said you would not use this method of switching if there was a 50p charge. Why do you say this?

Base : All C&R would not take up GPL at all price options

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	61*	30*	31*	31*	15**	34*	27**	33*	28**	54*	5**	1**	1**	-**	61*	32*	29**	-**	-**	32*	29**	
Because I should not have to pay anything for this option	37 61%	18 60%	19 61%	17 55%	11 73%	9 60%	20 59%	17 63%	19 58%	18 64%	33 61%	3 60%	1 100%	-	37 61%	22 69%	15 52%	-	-	22 69%	15 52%	
Because it's not worth paying extra for	30 49%	13 43%	17 55%	16 52%	6 40%	8 53%	16 47%	14 52%	14 42%	16 57%	27 50%	1 20%	1 100%	1 100%	-	30 49%	11 34%	19 66%	-	-	11 34%	19 66%
Other (please type in)	3 5%	2 7%	1 3%	-	2 13%	1 7%	3 9%	-	2 6%	1 4%	2 4%	1 20%	-	-	3 5%	3 9%	-	-	-	3 9%	-	
Don't know	2 3%	2 7%	-	1 3%	-	1 7%	-	2 7%	2 6%	-	2 4%	-	-	-	2 3%	1 3%	1 3%	-	-	1 3%	1 3%	

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 288

QG3B You said you would not use this method of switching if there was a 50p charge. Why do you say this?

Base : All C&R would not take up GPL at all price options

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	61*	-**	43*	7**	1**	13**	17**	31*	10**	5*	5*	25*	26*	-*	32*	-**	37*
Because I should not have to pay anything for this option	37	-	28	3	1	9	10	19	7	4	4	17	18	-	19	-	22
	61%	-	65%	43%	100%	69%	59%	61%	70%	80%	80%	68%	69%	-	59%	-	59%
Because it's not worth paying extra for	30	-	19	4	-	6	10	16	5	1	1	12	12	-	16	-	19
	49%	-	44%	57%	-	46%	59%	52%	50%	20%	20%	48%	46%	-	50%	-	51%
Other (please type in)	3	-	1	1	-	1	-	-	1	1	1	1	1	-	1	-	1
	5%	-	2%	14%	-	8%	-	-	10%	20%	20%	4%	4%	-	3%	-	3%
Don't know	2	-	2	-	-	-	1	1	-	-	-	-	-	-	1	-	1
	3%	-	5%	-	-	-	6%	3%	-	-	-	-	-	-	3%	-	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\*small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 289

QG3E: If this method was available and you used it to switch, do you think you would change or keep your phone number?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	438	192	246	199	130	109	270	168	233	205	384	28**	21**	5**	-**	438	194	242	-**	-**	194	242
Definitely would keep my number	163 37%	69 36%	94 38%	64 32%	53 41%	46 42%	109 40%	54 32%	84 36%	79 39%	142 37%	10 36%	10 48%	1 20%	-	163 37%	72 37%	89 37%	-	-	72 37%	89 37%
Probably would keep my number	176 40%	75 39%	101 41%	73 37%	52 40%	51 47%	104 39%	72 43%	90 39%	86 42%	153 40%	12 43%	8 38%	3 60%	-	176 40%	83 43%	93 38%	-	-	83 43%	93 38%
Probably would change number	51 12%	22 11%	29 12%	36 18%	9 7%	6 6%	34 13%	17 10%	28 12%	23 11%	45 12%	3 11%	2 10%	1 20%	-	51 12%	19 10%	32 13%	-	-	19 10%	32 13%
Definitely would change number	23 5%	13 7%	10 4%	12 6%	9 7%	2 2%	13 5%	10 6%	18 8%	5 2%	21 5%	1 4%	1 5%	-	23 5%	8 4%	15 6%	-	-	8 4%	15 6%	
NET: Would change number	74 17%	35 18%	39 16%	48 24%	18 14%	8 7%	47 17%	27 16%	46 20%	28 14%	66 17%	4 14%	3 14%	1 20%	-	74 17%	27 14%	47 19%	-	-	27 14%	47 19%
NET: Would keep number	339 77%	144 75%	195 79%	137 69%	105 81%	97 89%	213 79%	126 75%	174 75%	165 80%	295 77%	22 79%	18 86%	4 80%	-	339 77%	155 80%	182 75%	-	-	155 80%	182 75%
Don't know	25 6%	13 7%	12 5%	14 7%	7 5%	4 4%	10 4%	15 9%	13 6%	12 6%	23 6%	2 7%	-	-	25 6%	12 6%	13 5%	-	-	12 6%	13 5%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 290

QG3E: If this method was available and you used it to switch, do you think you would change or keep your phone number?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	438	-**	315	40*	25**	71*	127	212	81*	30*	32*	151	161	-*	217	-**	241
Definitely would keep my number	163	-	114	13	9	44	39	76	29	13	14	54	58	-	79	-	83
	37%	-	36%	33%	36%	62%	31%	36%	36%	43%	44%	36%	36%	-	36%	-	34%
Probably would keep my number	176	-	124	14	7	21	39	84	36	8	8	58	63	-	84	-	95
	40%	-	39%	35%	28%	30%	31%	40%	44%	27%	25%	38%	39%	-	39%	-	39%
Probably would change number	51	-	40	8	4	4	23	33	8	5	5	24	24	-	33	-	38
	12%	-	13%	20%	16%	6%	18%	16%	10%	17%	16%	16%	15%	-	15%	-	16%
Definitely would change number	23	-	17	4	3	1	14	11	4	2	3	5	6	-	10	-	13
	5%	-	5%	10%	12%	1%	11%	5%	5%	7%	9%	3%	4%	-	5%	-	5%
NET: Would change number	74	-	57	12	7	5	37	44	12	7	8	29	30	-	43	-	51
	17%	-	18%	30%	28%	7%	29%	21%	15%	23%	25%	19%	19%	-	20%	-	21%
NET: Would keep number	339	-	238	27	16	65	78	160	65	21	22	112	121	-	163	-	178
	77%	-	76%	68%	64%	92%	61%	75%	80%	70%	69%	74%	75%	-	75%	-	74%
Don't know	25	-	20	1	2	1	12	8	4	2	2	10	10	-	11	-	12
	6%	-	6%	3%	8%	1%	9%	4%	5%	7%	6%	7%	6%	-	5%	-	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 291

QG4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	438	192	246	199	130	109	270	168	233	205	384	28**	21**	5**	-**	438	194	242	-**	-**	194	242
I definitely wouldn't	111	52	59	47	35	29	68	43	59	52	93	12	6	-	-	111	46	64	-	-	46	64
	25%	27%	24%	24%	27%	27%	25%	26%	25%	25%	24%	43%	29%	-	-	25%	24%	26%	-	-	24%	26%
I probably wouldn't	126	48	78	51	38	37	92	34	64	62	116	3	6	1	-	126	58	68	-	-	58	68
	29%	25%	32%	26%	29%	34%	21%	20%	27%	30%	30%	11%	29%	20%	-	29%	30%	28%	-	-	30%	28%
I possibly would/possibly wouldn't	107	51	56	50	31	26	52	55	56	51	94	7	4	2	-	107	55	51	-	-	55	51
	24%	27%	23%	25%	24%	24%	19%	33%	24%	25%	24%	25%	19%	40%	-	24%	28%	21%	-	-	28%	21%
I probably would	67	27	40	39	17	11	41	26	37	30	56	4	5	2	-	67	24	43	-	-	24	43
	15%	14%	16%	20%	13%	10%	15%	15%	16%	15%	15%	14%	24%	40%	-	15%	12%	18%	-	-	12%	18%
I definitely would	27	14	13	12	9	6	17	10	17	10	25	2	-	-	-	27	11	16	-	-	11	16
	6%	7%	5%	6%	7%	6%	6%	6%	7%	5%	7%	7%	-	-	-	6%	6%	7%	-	-	6%	7%
NET: Would	94	41	53	51	26	17	58	36	54	40	81	6	5	2	-	94	35	59	-	-	35	59
	21%	21%	22%	26%	20%	16%	21%	21%	23%	20%	21%	21%	24%	40%	-	21%	18%	24%	-	-	18%	24%
NET: Would/might	201	92	109	101	57	43	110	91	110	91	175	13	9	4	-	201	90	110	-	-	90	110
	46%	48%	44%	51%	44%	39%	41%	54%	47%	44%	46%	46%	43%	80%	-	46%	46%	45%	-	-	46%	45%
NET: Wouldn't	237	100	137	98	73	66	160	77	123	114	209	15	12	1	-	237	104	132	-	-	104	132
	54%	52%	56%	49%	56%	61%	38%	46%	53%	56%	54%	54%	57%	20%	-	54%	54%	55%	-	-	54%	55%

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/s/t/u  
\*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 292

QG4: If you had followed these steps last time you switched do you think you would also have contacted your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	438	**	315	40*	25**	71*	127	212	81*	30*	32*	151	161	-*	217	-**	241
I definitely wouldn't	111	-	82	9	9	18	26	46	26	10	11	44	46	-	54	-	59
	25%	-	26%	23%	36%	25%	20%	22%	32%	33%	34%	29%	29%	-	25%	-	24%
I probably wouldn't	126	-	89	12	6	27	34	64	25	8	8	42	48	-	64	-	70
	29%	-	28%	30%	24%	38%	27%	30%	31%	27%	25%	28%	30%	-	29%	-	29%
I possibly would/possibly wouldn't	107	-	78	7	3	14	30	56	10	6	6	32	32	-	46	-	52
	24%	-	25%	18%	12%	20%	24%	28%	12%	20%	19%	21%	20%	-	21%	-	22%
I probably would	67	-	45	6	3	7	21	31	15	4	4	23	25	-	40	-	46
	15%	-	14%	15%	12%	10%	17%	15%	19%	13%	13%	15%	16%	-	18%	-	19%
I definitely would	27	-	21	6	4	5	16	15	5	2	3	10	10	-	13	-	14
	6%	-	7%	15%	16%	7%	13%	7%	6%	7%	9%	7%	6%	-	6%	-	6%
NET: Would	94	-	66	12	7	12	37	46	20	6	7	33	35	-	53	-	60
	21%	-	21%	30%	28%	17%	29%	22%	25%	20%	22%	22%	22%	-	24%	-	25%
NET: Would/might	201	-	144	19	10	26	67	102	30	12	13	65	67	-	99	-	112
	46%	-	46%	48%	40%	37%	53%	48%	37%	40%	41%	43%	42%	-	46%	-	46%
NET: Wouldn't	237	-	171	21	15	45	60	110	51	18	19	86	94	-	118	-	129
	54%	-	54%	53%	60%	63%	47%	52%	63%	60%	59%	57%	58%	-	54%	-	54%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 293

QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would take up GPL and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	94*	41*	53*	51*	26**	17**	58*	36*	54*	40*	81*	6**	5**	2**	-**	94*	35*	59*	-**	-**	35*	59*
To give notice	37	19	18	20	9	8	23	14	20	17	29	4	4	-	-	37	14	23	-	-	14	23
	39%	46%	34%	39%	35%	47%	40%	39%	37%	43%	36%	67%	80%	-	-	39%	40%	39%	-	-	40%	39%
To check how much my final bill would be	32	14	18	15	10	7	17	15	19	13	28	3	1	-	-	32	8	24	-	-	8	24
	34%	34%	34%	29%	38%	41%	29%	42%	35%	33%	35%	50%	20%	-	-	34%	23%	41%	-	-	23%	41%
To check that my service had been cancelled	29	9	20	14	8	7	21	8	14	15	26	3	-	-	-	29	12	17	-	-	12	17
	31%	22%	38%	27%	31%	41%	36%	22%	26%	38%	32%	50%	-	-	-	31%	34%	29%	-	-	34%	29%
To negotiate a better deal	27	14	13	17	7	3	15	12	18	9	21	1	3	2	-	27	8	19	-	-	8	19
	29%	34%	25%	33%	27%	18%	26%	33%	33%	23%	26%	17%	60%	100%	-	29%	23%	32%	-	-	23%	32%
To find out when my contract ended	20	4	16	11	7	2	11	9	13	7	16	3	1	-	-	20	5	15	-	-	5	15
	21%	10%	30%	22%	27%	12%	19%	25%	24%	18%	20%	50%	20%	-	-	21%	14%	25%	-	-	14%	25%
To find out if I needed to give them a notice period to leave	20	4	16	9	7	4	10	10	12	8	17	2	1	-	-	20	5	15	-	-	5	15
	21%	10%	30%	18%	27%	24%	17%	28%	22%	20%	21%	33%	20%	-	-	21%	14%	25%	-	-	14%	25%
To arrange the 'stop date'	20	5	15	12	5	3	11	9	10	10	19	1	-	-	-	20	7	13	-	-	7	13
	21%	12%	28%	24%	19%	18%	19%	25%	19%	25%	23%	17%	-	-	-	21%	20%	22%	-	-	20%	22%
To talk about their products and services	18	7	11	8	8	2	11	7	16	2	16	-	2	-	-	18	7	11	-	-	7	11
	19%	17%	21%	16%	31%	12%	19%	19%	30%	5%	20%	-	40%	-	-	19%	20%	19%	-	-	20%	19%
To find out about any charges for ending my contract early	16	6	10	11	3	2	11	5	10	6	14	2	-	-	-	16	5	11	-	-	5	11
	17%	15%	19%	22%	12%	12%	19%	14%	19%	15%	17%	33%	-	-	-	17%	14%	19%	-	-	14%	19%
To obtain information about my contract e.g. my usage patterns/spend	12	6	6	6	5	1	7	5	10	2	10	-	2	-	-	12	4	8	-	-	4	8
	13%	15%	11%	12%	19%	6%	12%	14%	19%	5%	12%	-	40%	-	-	13%	11%	14%	-	-	11%	14%
To find out what I needed to do to change provider	9	2	7	5	4	-	7	2	5	4	6	1	1	-	-	9	4	5	-	-	4	5
	10%	5%	13%	10%	15%	-	12%	6%	9%	10%	7%	17%	20%	50%	-	10%	11%	8%	-	-	11%	8%
Other (please type in)	1	1	-	-	1	-	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	1
	1%	2%	-	-	4%	-	2%	-	2%	-	1%	-	-	-	-	1%	-	2%	-	-	-	2%
Don't know/don't recall	4	3	1	1	1	2	1	3	2	2	4	-	-	-	-	4	3	1	-	-	3	1
	4%	7%	2%	2%	4%	12%	2%	8%	4%	5%	5%	-	-	-	-	4%	9%	2%	-	-	9%	2%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 293

QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would take up GPL and would have still contacted previous provider

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	94*	41*	53*	51*	26**	17**	58*	36*	54*	40*	81*	6**	5**	2**	-**	94*	35*	59*	-**	-**	35*	59*
NET: To give notice/To find out if I needed to give them a notice period to leave	47	20	27	24	13	10	27	20	26	21	37	5	5	-	-	47	18	29	-	-	18	29
	50%	49%	51%	47%	50%	59%	47%	56%	48%	53%	46%	83%	100%	-	-	50%	51%	49%	-	-	51%	49%
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	65	27	38	34	18	13	41	24	35	30	55	5	5	-	-	65	24	41	-	-	24	41
	69%	66%	72%	67%	69%	76%	71%	67%	65%	75%	68%	83%	100%	-	-	69%	69%	69%	-	-	69%	69%
NET: All except single mentions of to give notice/to find out if needed to give notice	78	30	48	44	22	12	50	28	45	33	67	6	3	2	-	78	26	52	-	-	26	52
	83%	73%	91%	86%	85%	71%	86%	78%	83%	83%	83%	100%	60%	100%	-	83%	74%	88%	-	-	74%	88%
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	69	29	40	39	20	10	42	27	43	26	59	5	3	2	-	69	21	48	-	-	21	48
	73%	71%	75%	76%	77%	59%	72%	75%	80%	65%	73%	83%	60%	100%	-	73%	60%	81%	-	-	60%	81%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 294

QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would take up GPL and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	94*	-**	66*	12**	7**	12**	37*	46*	20**	6*	7*	33*	35*	-*	53*	-**	60*
To give notice	37	-	25	3	2	7	15	18	8	1	1	14	15	-	22	-	23
	39%	-	38%	25%	29%	58%	41%	39%	40%	17%	14%	42%	43%	-	42%	-	38%
To check how much my final bill would be	32	-	25	4	2	7	16	16	7	3	3	11	12	-	21	-	24
	34%	-	38%	33%	29%	58%	43%	35%	35%	50%	43%	33%	34%	-	40%	-	40%
To check that my service had been cancelled	29	-	19	3	3	7	9	13	5	2	2	9	9	-	17	-	19
	31%	-	29%	25%	43%	58%	24%	28%	25%	33%	29%	27%	26%	-	32%	-	32%
To negotiate a better deal	27	-	21	3	1	4	6	12	8	1	1	11	12	-	16	-	18
	29%	-	32%	25%	14%	33%	16%	26%	40%	17%	14%	33%	34%	-	30%	-	30%
To find out when my contract ended	20	-	11	-	2	3	7	6	7	1	1	7	7	-	10	-	11
	21%	-	17%	-	29%	25%	19%	13%	35%	17%	14%	21%	20%	-	19%	-	18%
To find out if I needed to give them a notice period to leave	20	-	13	1	2	4	8	8	5	1	1	8	8	-	11	-	11
	21%	-	20%	8%	29%	33%	22%	17%	25%	17%	14%	24%	23%	-	21%	-	18%
To arrange the 'stop date'	20	-	10	-	2	3	4	12	2	1	1	8	8	-	12	-	12
	21%	-	15%	-	29%	25%	11%	26%	10%	17%	14%	24%	23%	-	23%	-	20%
To talk about their products and services	18	-	15	4	3	4	8	11	3	1	2	6	6	-	11	-	12
	19%	-	23%	33%	43%	33%	22%	24%	15%	17%	29%	18%	17%	-	21%	-	20%
To find out about any charges for ending my contract early	16	-	11	1	2	3	5	8	4	2	2	5	5	-	9	-	10
	17%	-	17%	8%	29%	25%	14%	17%	20%	33%	29%	15%	14%	-	17%	-	17%
To obtain information about my contract e.g. my usage patterns/spend	12	-	8	-	1	1	4	6	2	-	-	3	3	-	6	-	7
	13%	-	12%	-	14%	8%	11%	13%	10%	-	-	9%	9%	-	11%	-	12%
To find out what I needed to do to change provider	9	-	8	2	1	2	3	3	2	1	1	1	1	-	3	-	4
	10%	-	12%	17%	14%	17%	8%	7%	10%	17%	14%	3%	3%	-	6%	-	7%
Other (please type in)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall	4	-	3	-	-	-	1	2	-	-	-	-	-	-	3	-	3
	4%	-	5%	-	-	-	3%	4%	-	-	-	-	-	-	6%	-	5%
NET: To give notice/To find out if I needed to give them a notice period to leave	47	-	31	4	3	9	19	21	11	2	2	18	19	-	27	-	28
	50%	-	47%	33%	43%	75%	51%	46%	55%	33%	29%	55%	54%	-	51%	-	47%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 294

QG5 And which, if any, of these would be reasons that you would still have contacted your previous provider?

Base : All C&R switched in the last 18 months, would take up GPL and would have still contacted previous provider

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	94*	-**	66*	12**	7**	12**	37*	46*	20**	6*	7*	33*	35*	-*	53*	-**	60*
NET: To give notice/To find out if I needed to give them a notice period to leave/To check that my service had been cancelled/To arrange the 'stop date'	65 69%	-	42 64%	6 50%	6 86%	11 92%	23 62%	29 63%	16 80%	4 67%	4 57%	26 79%	27 77%	-	38 72%	-	41 68%
NET: All except single mentions of to give notice/to find out if needed to give notice	78 83%	-	55 83%	10 83%	5 71%	11 92%	30 81%	40 87%	17 85%	5 83%	6 86%	30 91%	32 91%	-	46 87%	-	53 88%
NET: All except single mentions of to give notice/to find out if needed to give notice/to check service cancelled/ find out what needed to do to change provider/to arrange stop date	69 73%	-	50 76%	9 75%	5 71%	10 83%	28 76%	35 76%	16 80%	5 83%	6 86%	28 85%	30 86%	-	43 81%	-	48 80%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 295

QG6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	438	192	246	199	130	109	270	168	233	205	384	28**	21**	5**	-**	438	194	242	-**	-**	194	242
I would spend less time speaking to my previous provider	267	108	159	112	82	73	158	109	138	129	231	16	17	3	-	267	109	158	-	-	109	158
61%		56%	65%	56%	63%	67%	59%	65%	59%	63%	60%	57%	81%	60%	-	61%	56%	65%	-	-	56%	65%
It would not have changed the amount of time I would have spent speaking to my previous provider	84	44	40	43	25	16	62	22	46	38	71	10	2	1	-	84	49	35	-	-	49	35
19%		23%	16%	22%	19%	15%	23%	13%	20%	19%	18%	36%	10%	20%	-	19%	25%	14%	-	-	25%	14%
I would have spent more time speaking to my previous provider	48	27	21	30	14	4	30	18	31	17	46	1	1	-	-	48	16	32	-	-	16	32
11%		14%	9%	15%	11%	4%	11%	11%	13%	8%	12%	4%	5%	-	-	11%	8%	13%	-	-	8%	13%
Don't know	39	13	26	14	9	16	20	19	18	21	36	1	1	1	-	39	20	17	-	-	20	17
9%		7%	11%	7%	7%	15%	7%	11%	8%	10%	9%	4%	5%	20%	-	9%	10%	7%	-	-	10%	7%

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/s/t/u  
\*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 296

QG6: How, if at all, do you think this new method of switching would have affected the total amount of time you would have spent speaking to your previous provider, either while you were thinking about whether to switch, or to make the switch happen?

Base : All C&R switched in the last 18 months and would take up GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	438	-**	315	40*	25**	71*	127	212	81*	30*	32*	151	161	-*	217	-**	241
I would spend less time speaking to my previous provider	267	-	188	20	13	52	77	124	61	15	16	102	110	-	145	-	161
	61%	-	60%	50%	52%	73%	61%	58%	75%	50%	50%	68%	68%	-	67%	-	67%
It would not have changed the amount of time I would have spent speaking to my previous provider	84	-	64	7	3	10	20	45	9	5	5	25	25	-	32	-	36
	19%	-	20%	18%	12%	14%	16%	21%	11%	17%	16%	17%	16%	-	15%	-	15%
I would have spent more time speaking to my previous provider	48	-	37	11	8	5	19	27	8	8	9	16	18	-	27	-	31
	11%	-	12%	28%	32%	7%	15%	13%	10%	27%	28%	11%	11%	-	12%	-	13%
Don't know	39	-	26	2	1	4	11	16	3	2	2	8	8	-	13	-	13
	9%	-	8%	5%	4%	6%	9%	8%	4%	7%	6%	5%	5%	-	6%	-	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 297

QH1 Which of these would you be most likely to use?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online and GPL

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAY G)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAY G)	Switched L18M : (C&R)(Contract or SIM)	
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)	
Total	376	164	212	169	115	92*	239	137	208	168	331	23**	17**	5**	-**	376	165	210	-**	-**	165	210
Prefer Auto-Switch SMS/ Online	186	78	108	92	55	39	118	68	116	70	162	12	9	3	-	186	80	106	-	-	80	106
	49%	48%	51%	54%	48%	42%	49%	50%	56%	42%	49%	52%	53%	60%	-	49%	48%	50%	-	-	48%	50%
Prefer Auto-Switch SMS/ Online (Only)	152	64	88	76	46	30	93	59	99	53	132	11	6	3	-	152	69	83	-	-	69	83
	40%	39%	42%	45%	40%	33%	39%	43%	48%	32%	40%	48%	35%	60%	-	40%	42%	40%	-	-	42%	40%
Prefer GPL	224	100	124	93	69	62	146	78	109	115	199	12	11	2	-	224	96	127	-	-	96	127
	60%	61%	58%	55%	60%	67%	61%	57%	52%	68%	60%	52%	65%	40%	-	60%	58%	60%	-	-	58%	60%
Prefer GPL (Only)	190	86	104	77	60	53	121	69	92	98	169	11	8	2	-	190	85	104	-	-	85	104
	51%	52%	49%	46%	52%	58%	51%	50%	44%	58%	51%	48%	47%	40%	-	51%	52%	50%	-	-	52%	50%
Both equally	34	14	20	16	9	9	25	9	17	17	30	1	3	-	-	34	11	23	-	-	11	23
	9%	9%	9%	9%	8%	10%	10%	7%	8%	10%	9%	4%	18%	-	-	9%	7%	11%	-	-	7%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m - n/o - p/q - r/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 298

QH1 Which of these would you be most likely to use?

Base : All C&R switched in the last 18 months and would take up Auto-Switch SMS/Online and GPL

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel		Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel		
	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)	
Total	376	-**	268	36*	25**	67*	107	186	74*	26*	28*	131	140	-*	188	-**	208
Prefer Auto-Switch SMS/Online	186	-	125	13	15	35	53	87	39	11	11	63	69	-	91	-	101
	49%	-	47%	36%	60%	52%	50%	47%	53%	42%	39%	48%	49%	-	48%	-	49%
Prefer Auto-Switch SMS/Online (Only)	152	-	100	10	12	28	42	72	30	11	11	57	59	-	75	-	81
	40%	-	37%	28%	48%	42%	39%	39%	41%	42%	39%	44%	42%	-	40%	-	39%
Prefer GPL	224	-	168	26	13	39	65	114	44	15	17	74	81	-	113	-	127
	60%	-	63%	72%	52%	58%	61%	61%	59%	58%	61%	56%	58%	-	60%	-	61%
Prefer GPL (Only)	190	-	143	23	10	32	54	99	35	15	17	68	71	-	97	-	107
	51%	-	53%	64%	40%	48%	50%	53%	47%	58%	61%	52%	51%	-	52%	-	51%
Both equally	34	-	25	3	3	7	11	15	9	-	-	6	10	-	16	-	20
	9%	-	9%	8%	12%	10%	10%	8%	12%	-	-	5%	7%	-	9%	-	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 299

QH1 Total (would).

Base : All C&R switched in the last 18 months

	Switched L18M : Gender		Switched L18M : Age			Switched L18M : SEG		Switched L18M : Working status		Switched L18M : Nations				Switched L18M : PAC/C&R		Switched L18M : PAYG/Post-pay		Switched L18M : (PAC)(PAYG)	Switched L18M : (PAC)(Contract or SIM)	Switched L18M : (C&R)(PAYG)	Switched L18M : (C&R)(Contract or SIM)	
	Total	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	England (j)	Scotland (k)	Wales (l)	NI (m)	PAC (n)	C&R (o)	Switched from PAYG (p)	Switched from Handset and mobile contract or SIM only (q)	PAC and Switched from PAYG (r)	PAC and Switched from Handset and mobile contract or SIM only (s)	C&R and Switched from PAYG (t)	C&R and Switched from Handset and mobile contract or SIM only (u)
Total	758	336	422	329	239	190	455	303	399	359	663	49*	36*	9**	-**	758	366	390	-**	-**	366	390
Only take up Auto-Switch SMS/Online	181	68	113	84	60	37	106	75	101	80	156	14	9	2	-	181	96	85	-	-	96	85
Prefer Auto-Switch SMS/Online	24%	20%	27%	26%	25%	19%	23%	25%	25%	22%	24%	29%	25%	22%	-	24%	26%	22%	-	-	26%	22%
Only take up GPL	62	28	34	30	15	17	31	31	25	37	53	5	4	-	-	62	29	32	-	-	29	32
Prefer GPL	8%	8%	8%	9%	6%	9%	7%	10%	6%	10%	8%	10%	11%	-	-	8%	8%	8%	-	-	8%	8%
NET: Auto-Switch SMS/Online	333	132	201	160	106	67	199	134	200	133	288	25	15	5	-	333	165	168	-	-	165	168
NET: GPL	44%	39%	48%	49%	44%	35%	44%	44%	50%	37%	43%	51%	42%	56%	-	44%	45%	43%	-	-	45%	43%
Both equally	34	14	20	16	9	9	25	9	17	17	30	1	3	-	-	34	11	23	-	-	11	23
Wouldn't take up either	139	76	63	46	49	44	79	60	65	74	123	7	6	2	-	139	76	63	-	-	76	63
	18%	23%	15%	14%	21%	23%	17%	20%	16%	21%	19%	14%	17%	22%	-	18%	21%	16%	-	-	21%	16%

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/s/t/u  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Switching 2017**  
Fieldwork: 23rd January - 6th February 2017

Table 300

QH1 Total (would).

Base : All C&R switched in the last 18 months

	Switched L12M : PAC/C&R		Point of contact with previous provider		Whether preferred keeping number		Number of times contacted previous provider		Telephone contact with previous provider to request PAC/cancel				Telephone/any in-store contact with previous provider to request PAC/cancel	Telephone/any in-store/web-chat contact with previous provider to request PAC/cancel			
	Total	PAC (a)	C&R (b)	Requested PAC before signing with GP (c)	Requested PAC after signing with GP (d)	Wanted to keep number (e)	Didn't want to keep number (f)	Once (z)	More than once (A)	Used telephone only to request PAC (QB4A/QB4B)	Any telephone to request PAC (QB4A/QB4B)	Used telephone only to cancel (QB4A/QB4C)	Any telephone to cancel (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store (QB4A/QB4B)	C&R switchers cancelled by telephone/any in-store (QB4A/QB4C)	PAC switchers requested PAC by telephone/any in-store/web-chat (QB4A/QB4B) (g)	C&R switchers cancelled by telephone/any in-store/web-chat (QB4A/QB4C) (h)
Total	758	-**	535	67*	33*	112	220	340	129	43*	47*	236	252	-*	347	-**	385
Only take up Auto-Switch SMS/Online	181	-	119	20	6	34	47	82	30	9	11	51	55	-	78	-	90
	24%	-	22%	30%	18%	30%	21%	24%	23%	21%	23%	22%	22%	-	22%	-	23%
Prefer Auto-Switch SMS/Online	152	-	100	10	12	28	42	72	30	11	11	57	59	-	75	-	81
	20%	-	19%	15%	36%	25%	19%	21%	23%	26%	23%	24%	23%	-	22%	-	21%
Only take up GPL	62	-	47	4	-	4	20	26	7	4	4	20	21	-	29	-	33
	8%	-	9%	6%	-	4%	9%	8%	5%	9%	9%	8%	8%	-	8%	-	9%
Prefer GPL	190	-	143	23	10	32	54	99	35	15	17	68	71	-	97	-	107
	25%	-	27%	34%	30%	29%	25%	29%	27%	35%	36%	29%	28%	-	28%	-	28%
NET: Auto-Switch SMS/Online	333	-	219	30	18	62	89	154	60	20	22	108	114	-	153	-	171
	44%	-	41%	45%	55%	53%	40%	45%	47%	47%	47%	46%	45%	-	44%	-	44%
NET: GPL	252	-	190	27	10	36	74	125	42	19	21	88	92	-	126	-	140
	33%	-	36%	40%	30%	32%	34%	37%	33%	44%	45%	37%	37%	-	36%	-	36%
Both equally	34	-	25	3	3	7	11	15	9	-	-	6	10	-	16	-	20
	4%	-	5%	4%	9%	6%	5%	4%	7%	-	-	3%	4%	-	5%	-	5%
Wouldn't take up either	139	-	101	7	2	7	46	46	18	4	4	34	36	-	52	-	54
	18%	-	19%	10%	6%	6%	21%	14%	14%	9%	9%	14%	14%	-	15%	-	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - z/A - g/h  
\* small base; \*\* very small base (under 30) ineligible for sig testing